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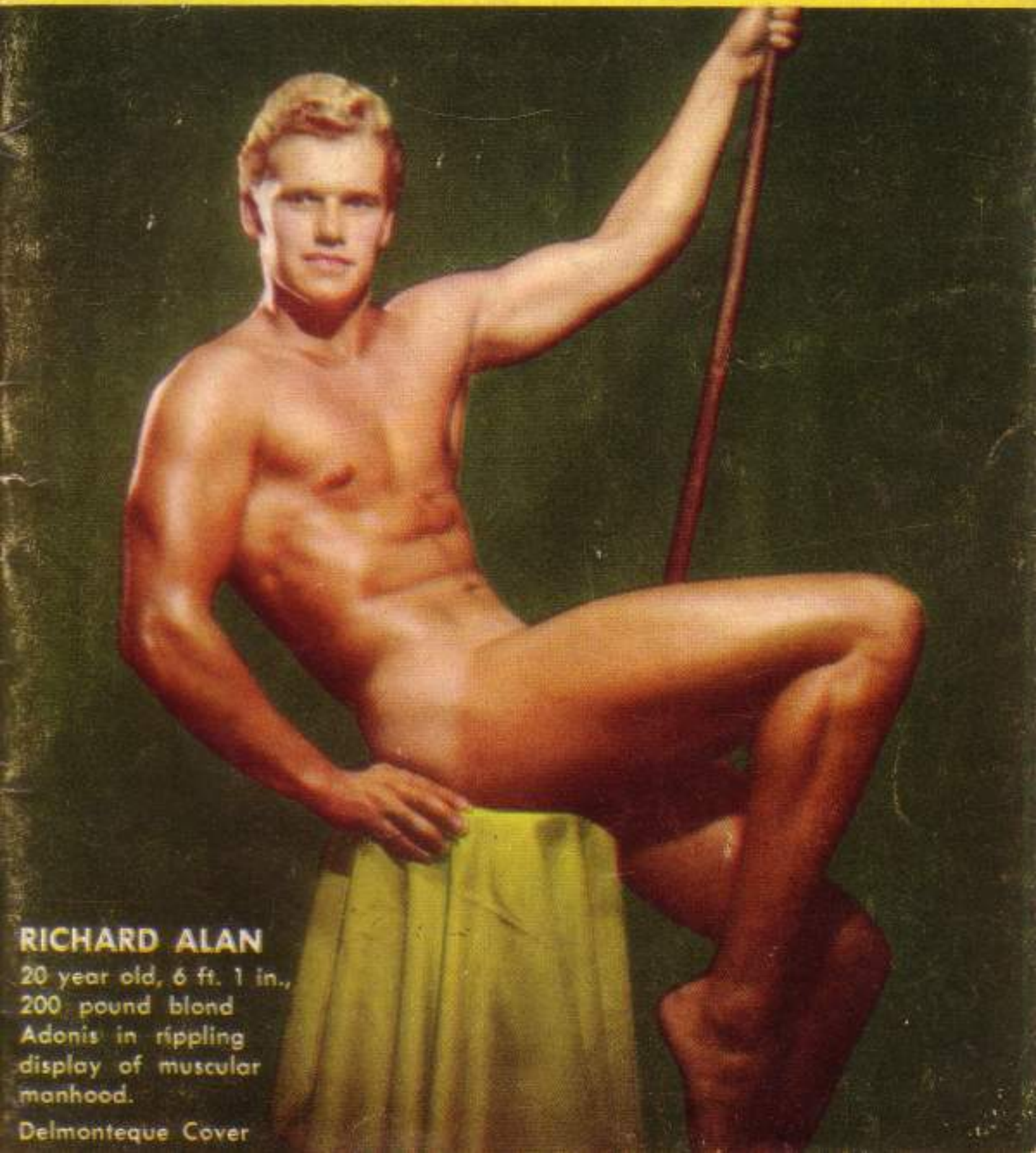
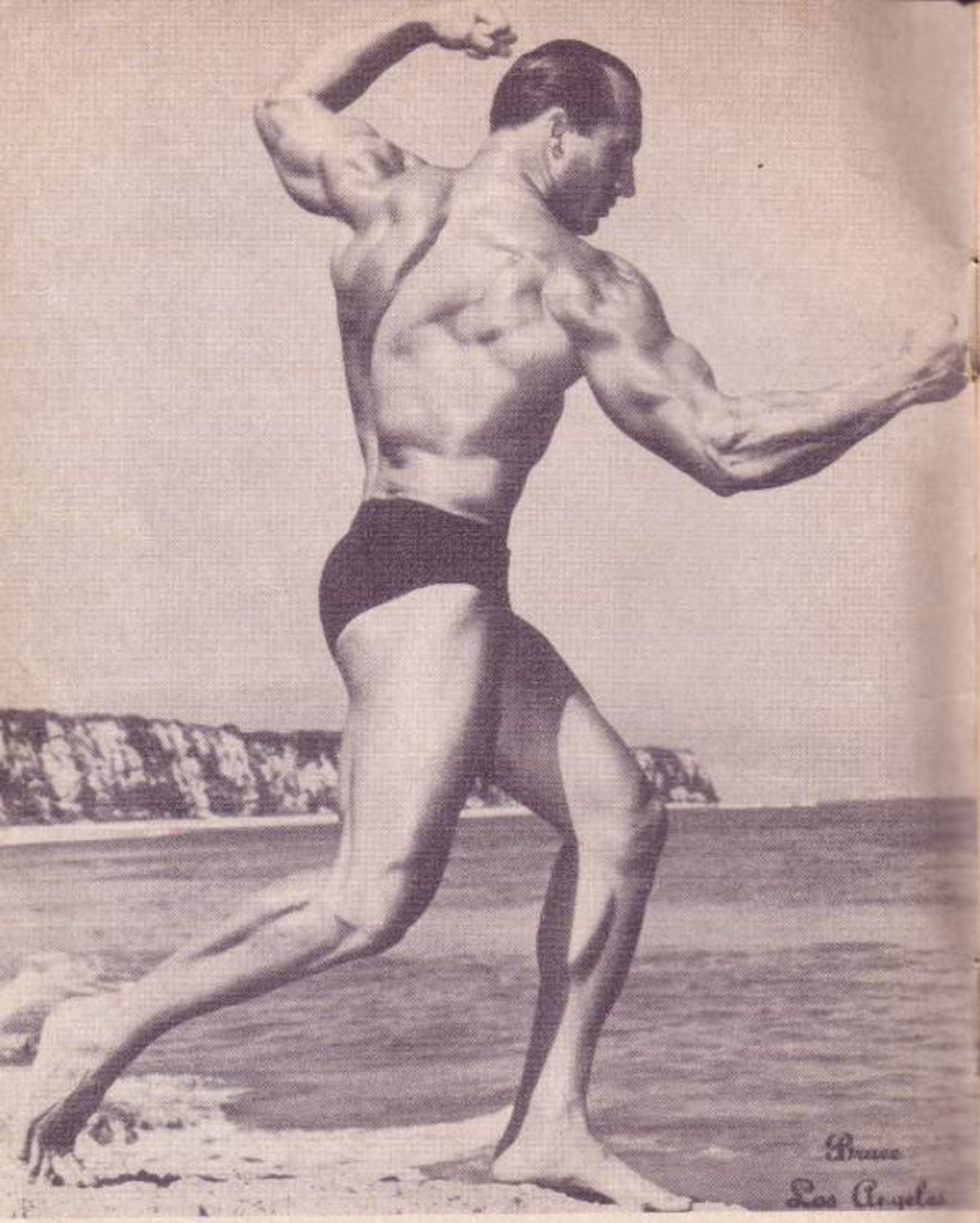
# ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE



**RICHARD ALAN**
20 year old, 6 ft. 1 in., 200 pound blond Adonis in rippling display of muscular manhood.

Delmonteque Cover




HARRY JOHNSON by Bruce

*A Junior Mr. America poses against the blue Pacific*

*Read his story in this issue*

**Publisher**
*Joseph Weider*
**Editor—*Hal Warner***
**Art Directors**
*Lon*
*Russ Warner*
*Tony Lanza*
*Bruce of Los Angeles*
*Spartan*
*Cliff Oettinger*
*Robert Gebbe*
*Bob Delmonteque*

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# *Foreword*

The editorial office of ADONIS is like the sounding-board of an enormous grand piano. Just as the instrument lies mute until it is made to respond to the powerful message of the keyboard artist, so do our presses lie fallow until the printed word is evoked through the wishes and commands of our readers.

So many of you have written to say how pleased you are with the format of our magazine. Others have found time to tell us that they have been helped immeasurably by the sensible, down-to-earth articles we have featured, while still more of you have been intrigued by our "uncommonplace" approach to subjects heretofore undiscussed in any other magazine for men. This seems to be a fair cross-section of our public's opinion.

There is one thing, however, on which everyone seems to agree. (*Continued on page* 54)

LUCIEN LABRIE

*A study in sculptured rhythm*

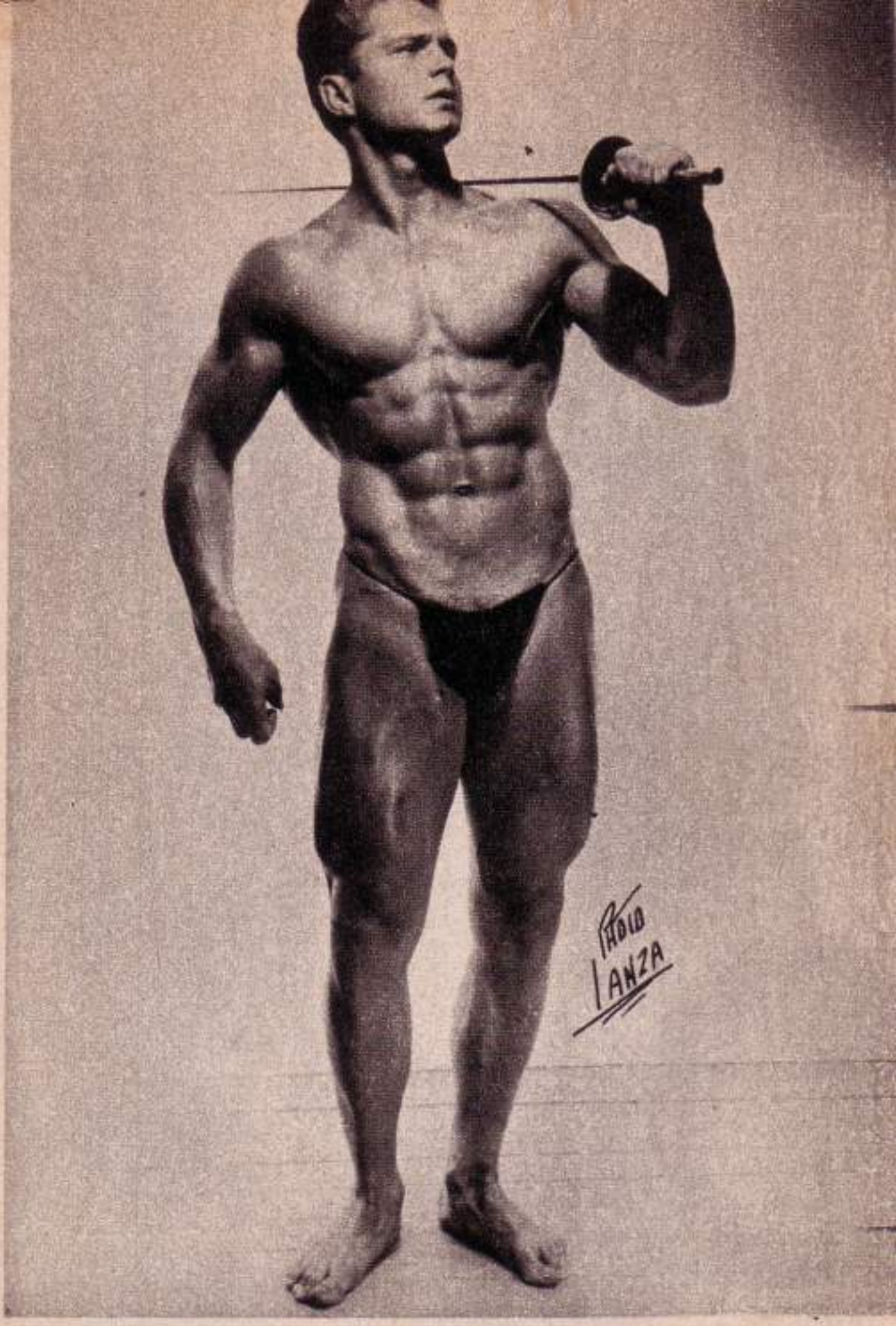
# new world symphony

**by Tony Lanza**

Among the most interesting models I have photographed recently are two engaging young French-Canadians. One is a very muscular fellow built on Herculean lines, while the other is a New World Interpretation of the Apollo Belvedere.

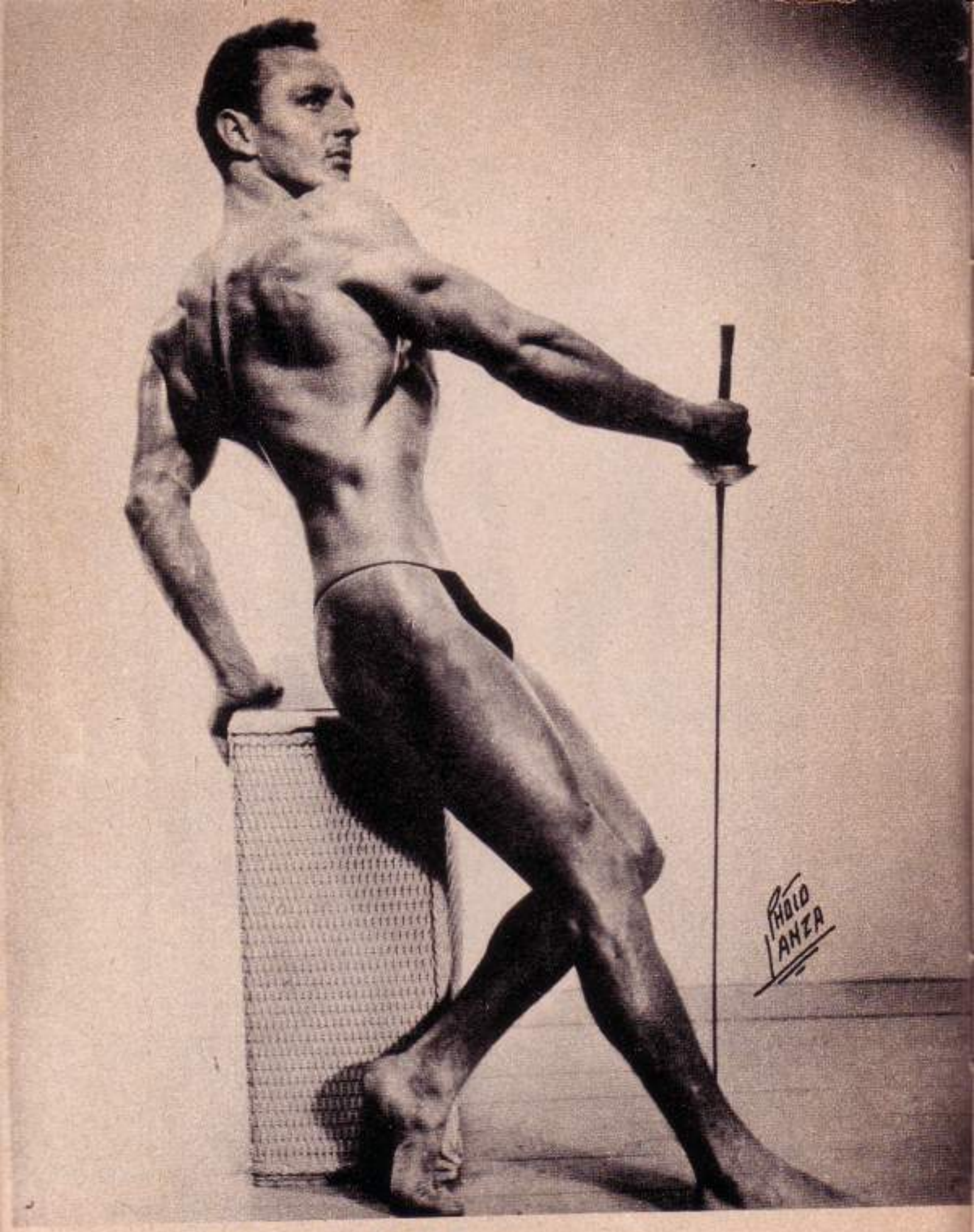
Clement Desjardins is our Canadian Hercules. He has been a pupil of Leo Robert and the Weider methods from the very beginning. In his magnificent torso, embelished with well-defined abdominals, and in the heavy muscled thighs and calves, the magic touch of Leo Robert is everywhere present. Only 18, Clement already has the look of championship about him. He will be one of our top stars in a couple of years.

The Latin physique, transplanted to Canadian shores, is beautifully exemplified by Lucien Labrie, a 23 year old Apollo. An instructor in Billy Hill's new Montreal gymnasium, Lucien is a product of (*Continued on page* 58)



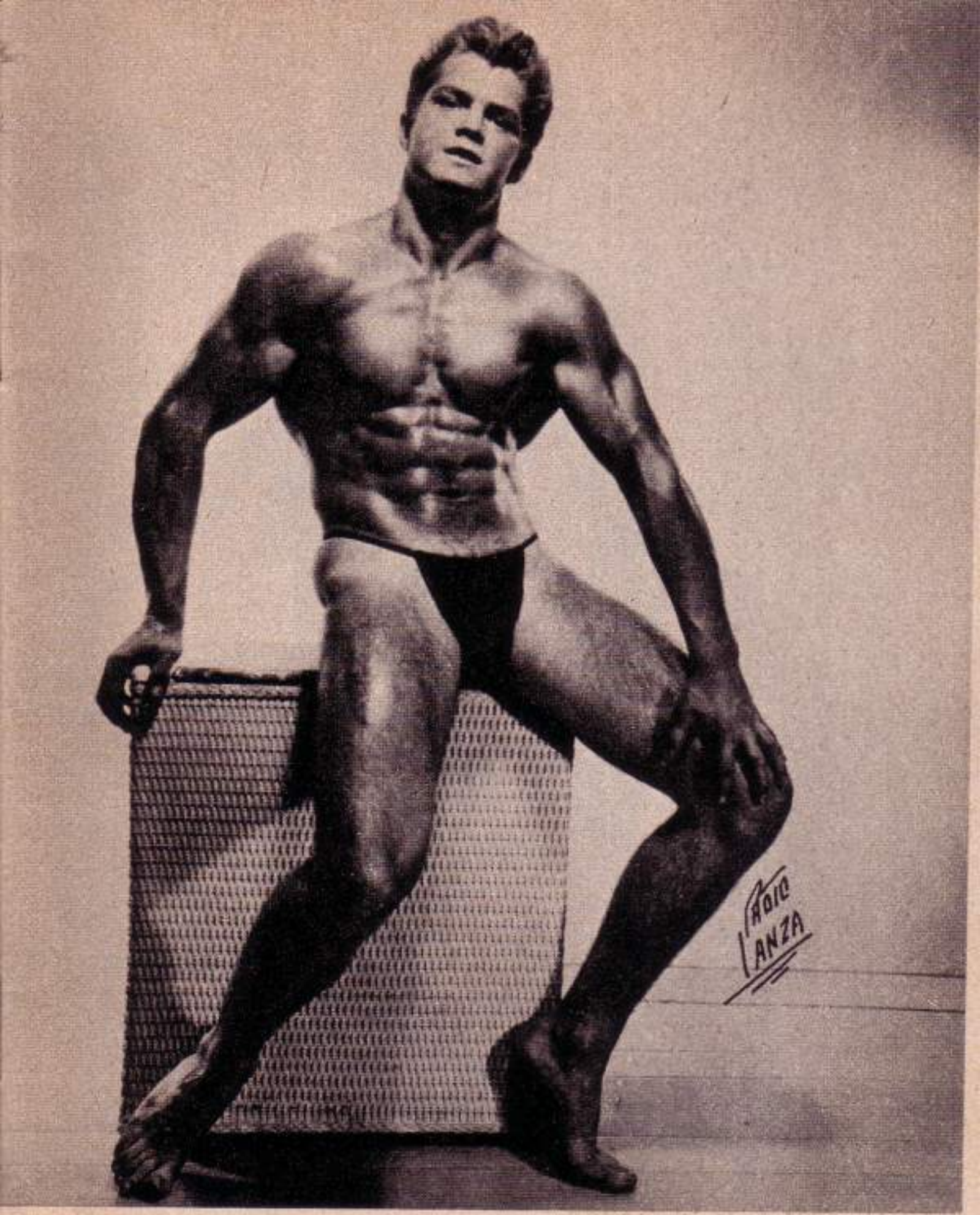

CLEMENT DESJARDINS by Lanza

*Pride and purpose are in his face*



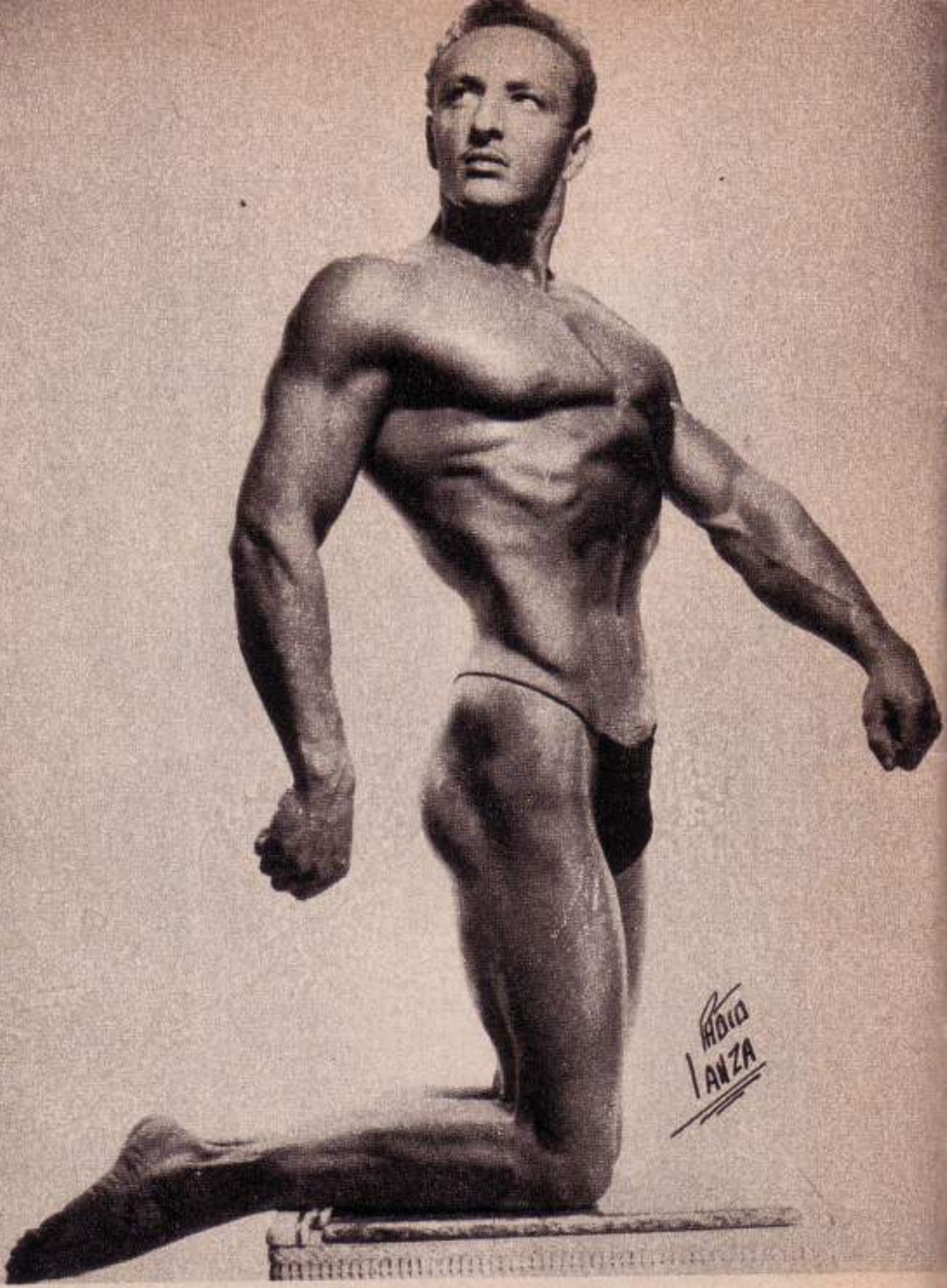

LUCIEN LABRIE

*Lithesome grace in a geometric pose*




CLEMENT DESJARDINS

*A gentle smile masks Herculean strength*




LUCIEN LABRIE by Lanza

*Triumph over adversity*

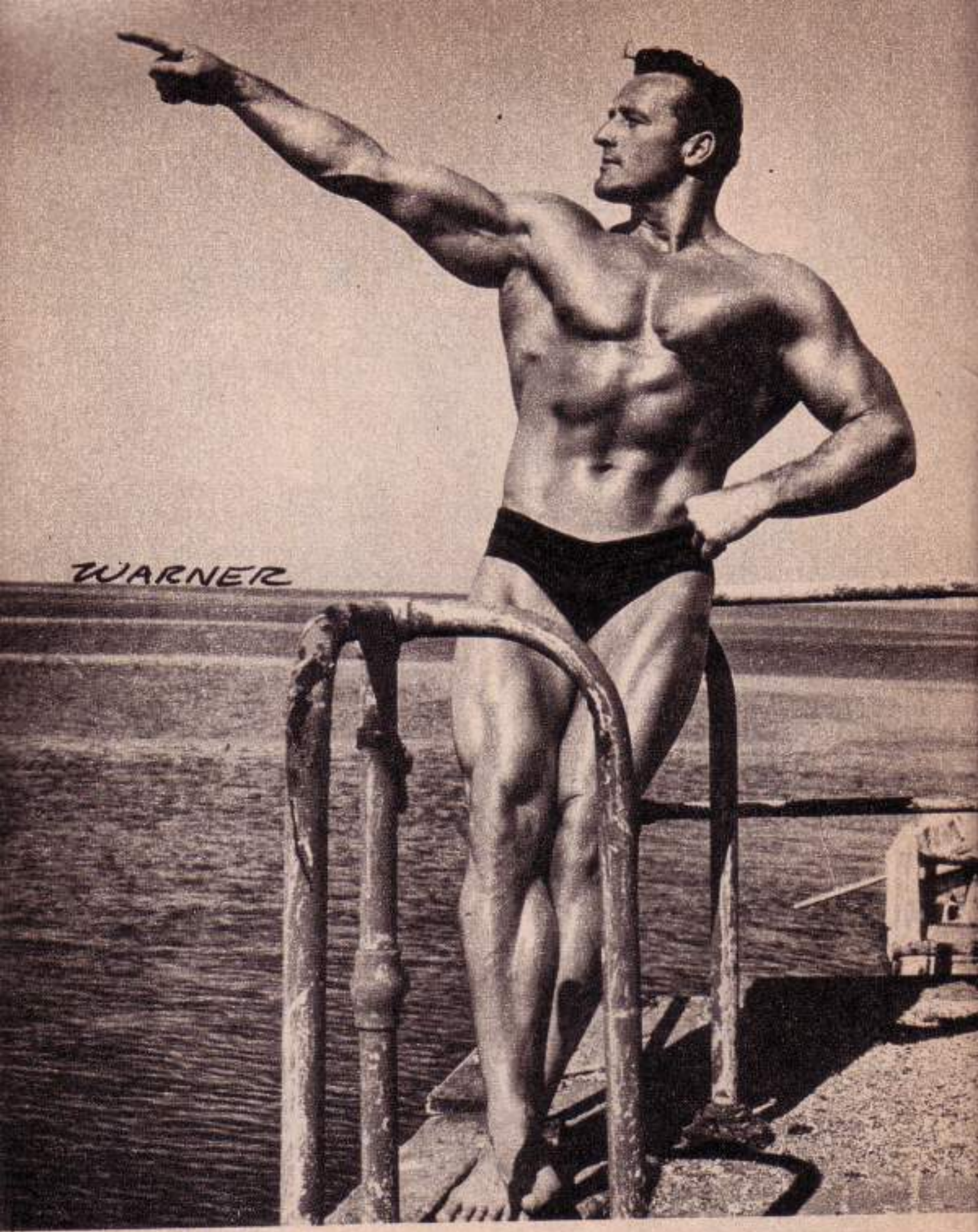
*His Majesty*

# THE KING

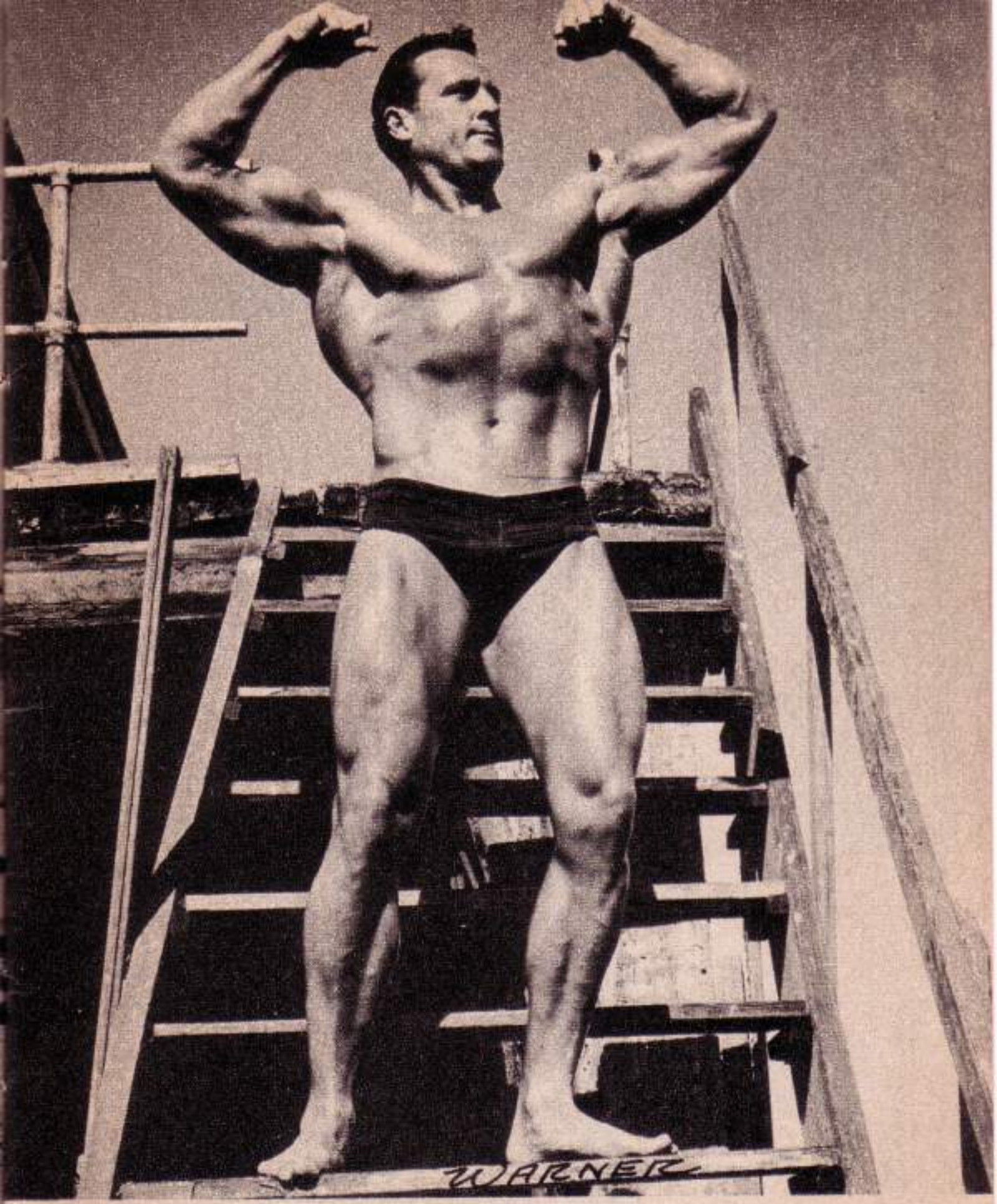
He is rightly called the "King of Bodybuilders," for royalty, actual or imputed, is forever set apart from other men. In these democratic days, however, the king business being almost non-existent, only those remain in power who are either held in deep affection by their countrymen, or who are retained because of exceptional leadership.

One might say that Clarence Ross embodies both these qualities. Ever since he became Mr. America in 1945 his hold upon the affections of bodybuilders the world over has been enormous. As regards his leadership, month after month, and year after year, his articles and photographs in these and other publications have inspired the youth of America to ever-greater heights in bodybuilding.

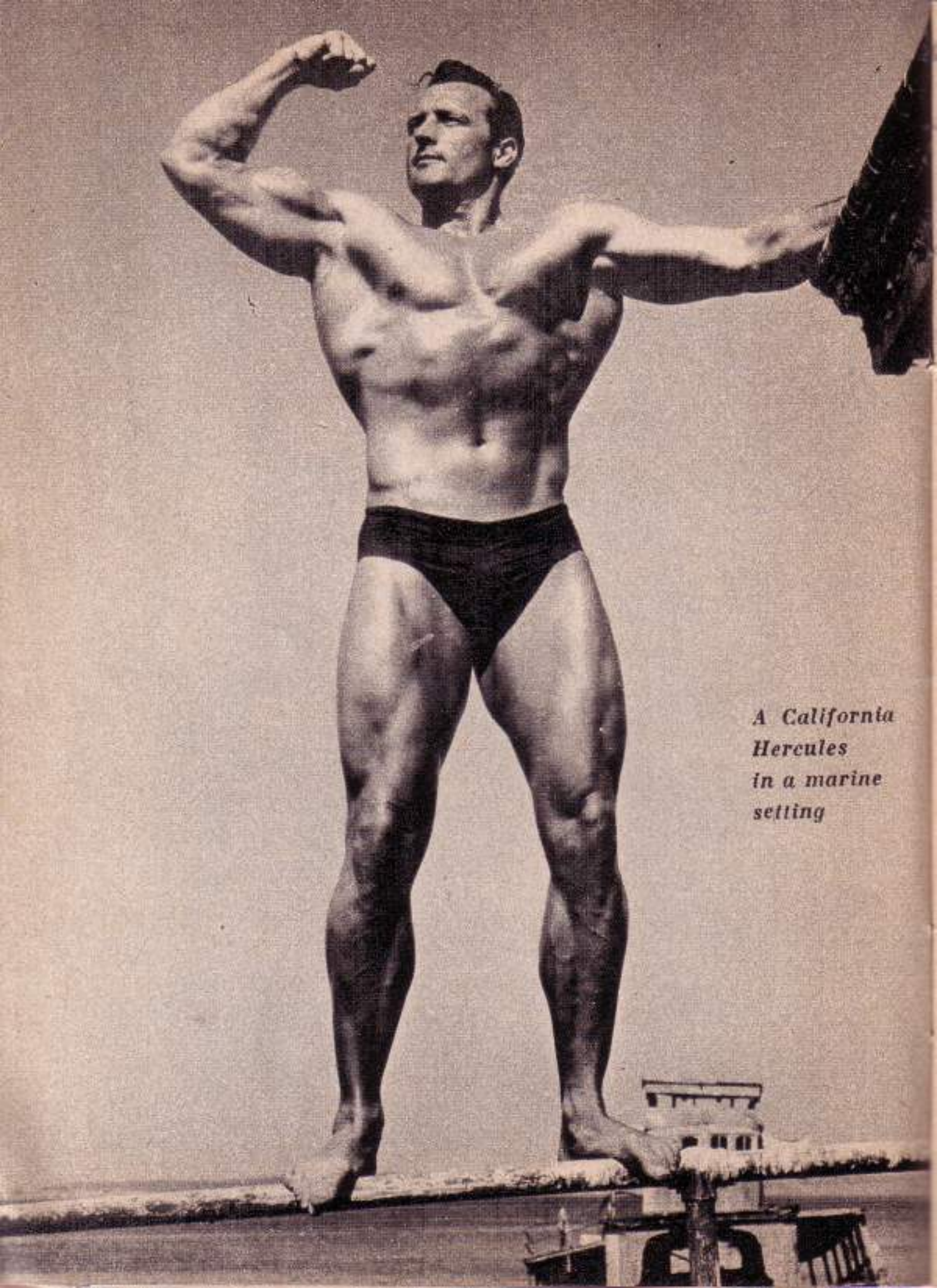
It is equally important, however, that a king grow in his own stature. In the ten year reign of this California phenomenon we have seen him consistent- (*Continued on page* 57)




CLARENCE ROSS by Warner
*"Beyond the blue horizon"*

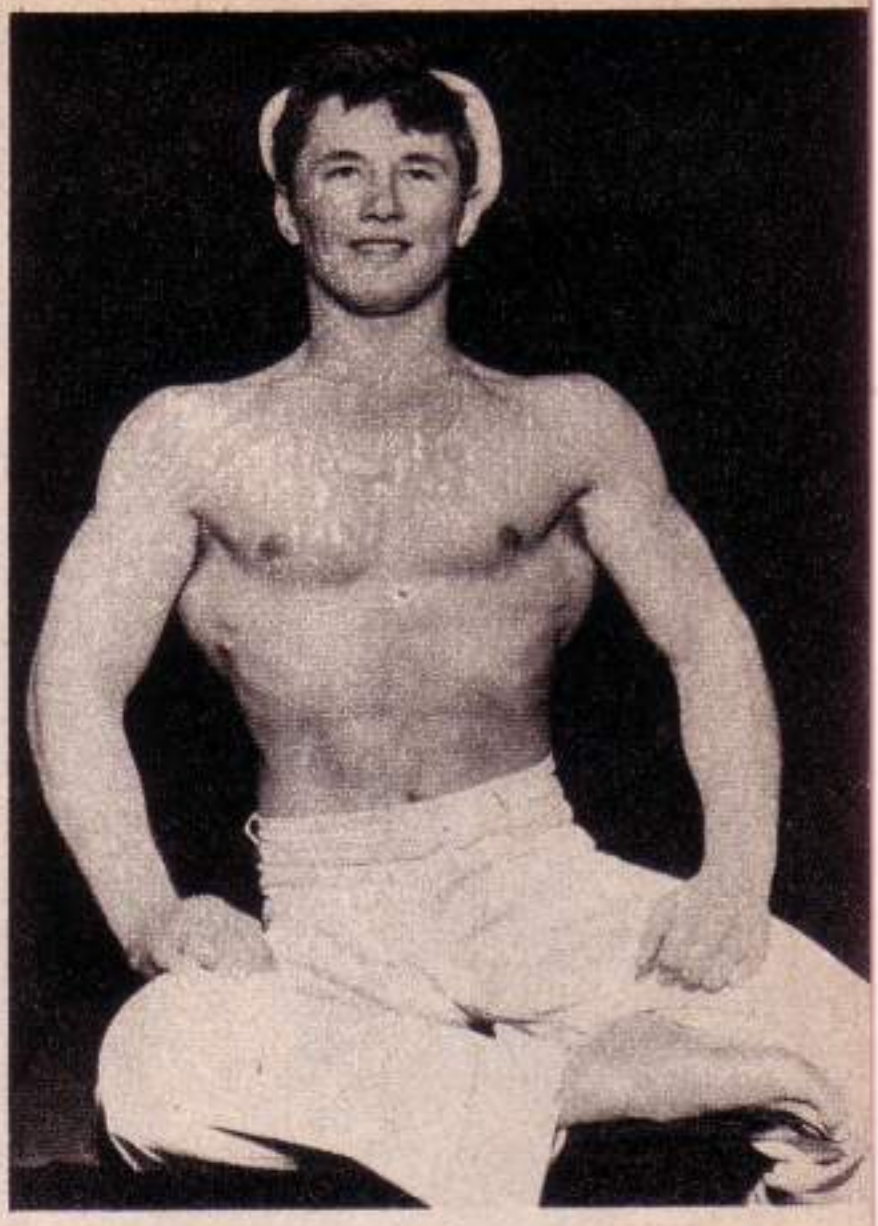



*The bodybuilder's bodybuilder*



*A California Hercules in a marine setting*

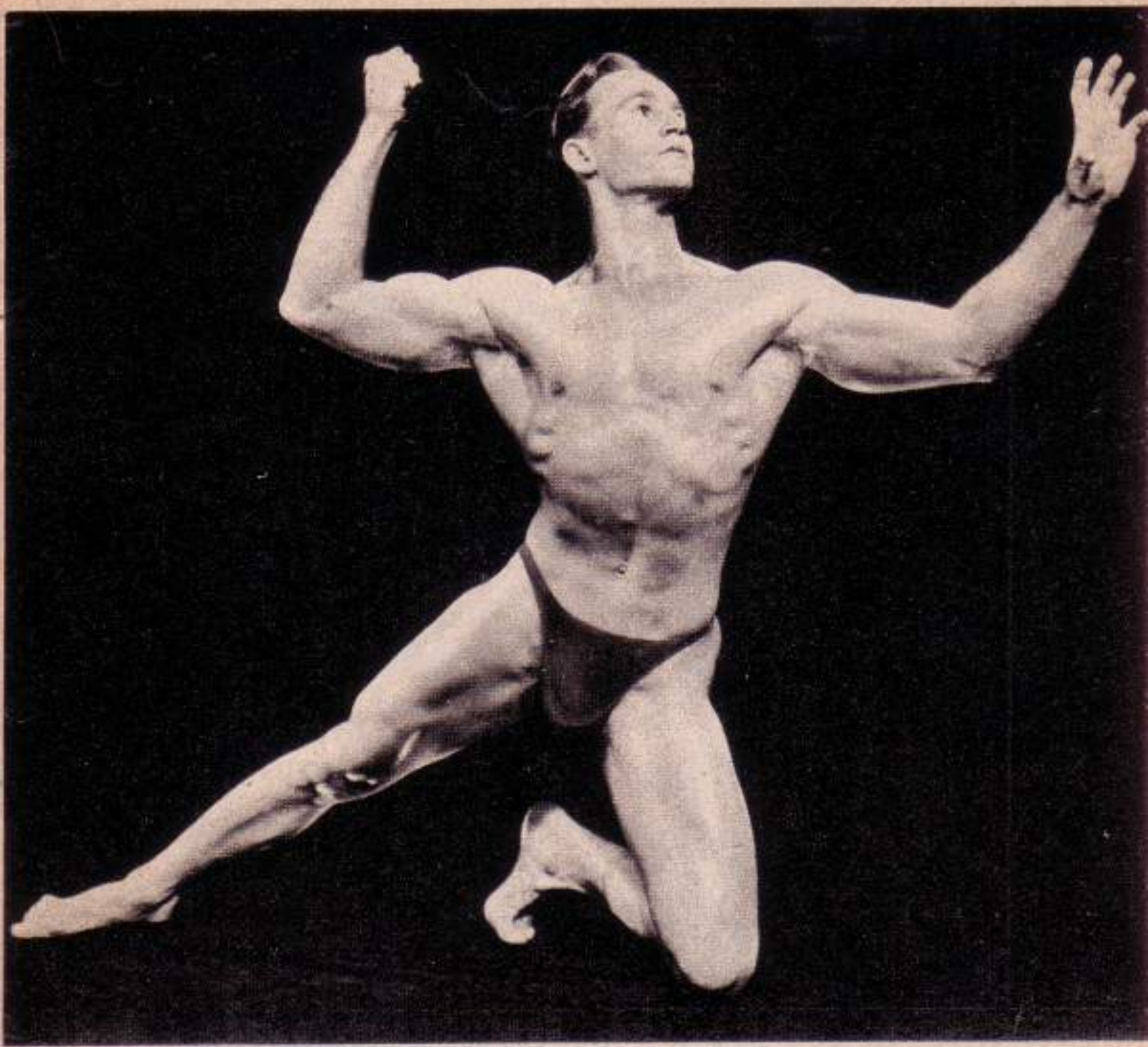
**RAY CARLSON**
**by Oettinger**
***Chicago bodybuilder of Norse ancestry***



# tomorrow's stars today

For our gallery of new faces this month, ADONIS takes its readers on a grand tour from border to border. Here you will see the best of the month's new models, as translated into objective photography by the master lensmen of our country.

Most of these models have not been seen before, while a few who are still new to the game are playing a repeat engagement. In any case we think you'll agree that each passing year finds a new and brighter spirit among bodybuilders, a trend which ADONIS is pleased to note, and to pass on the visual evidence to you, wherever you may be.



CHARLES WHITLOCK by Urban

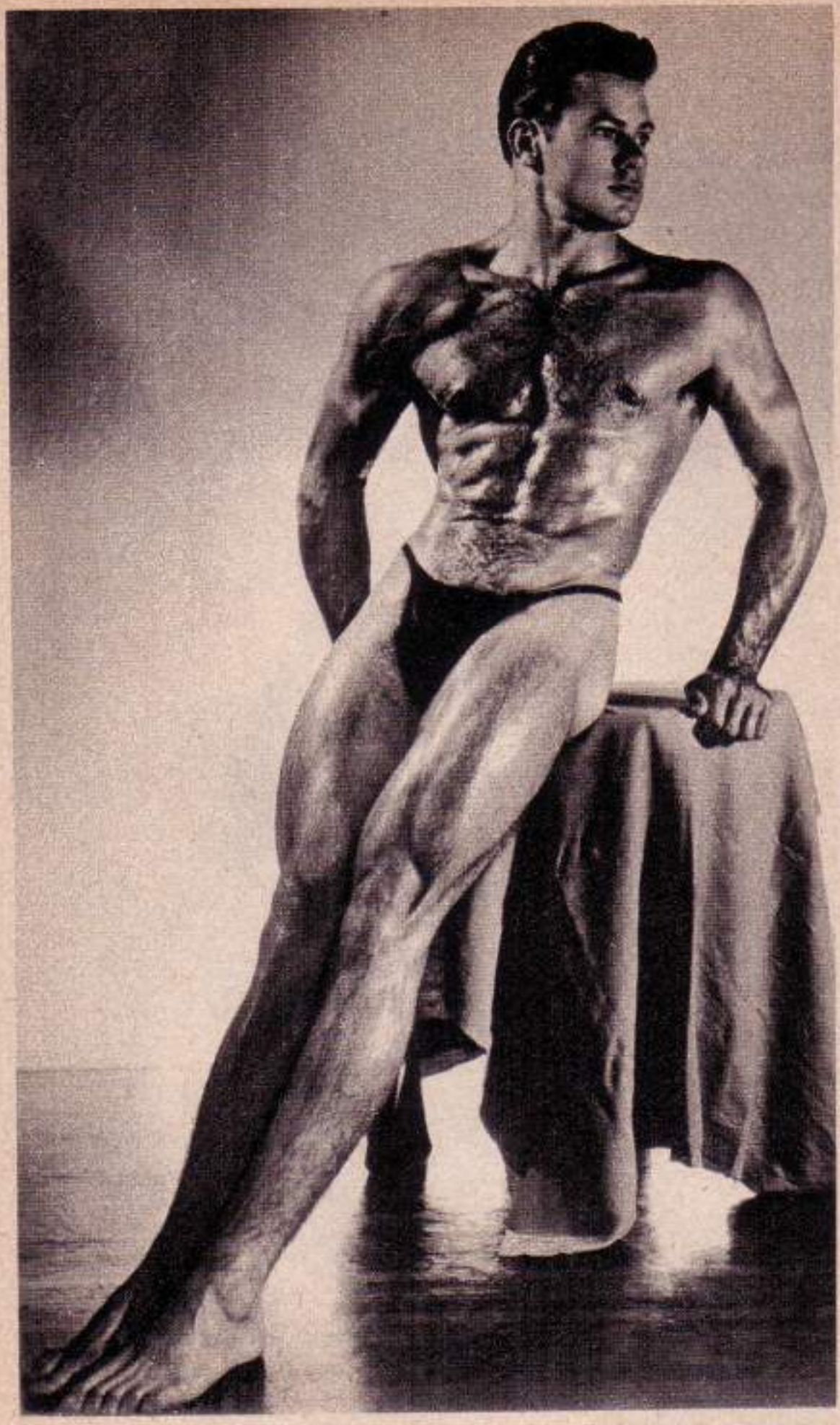
*Outstanding pupil of the late George Bothner*

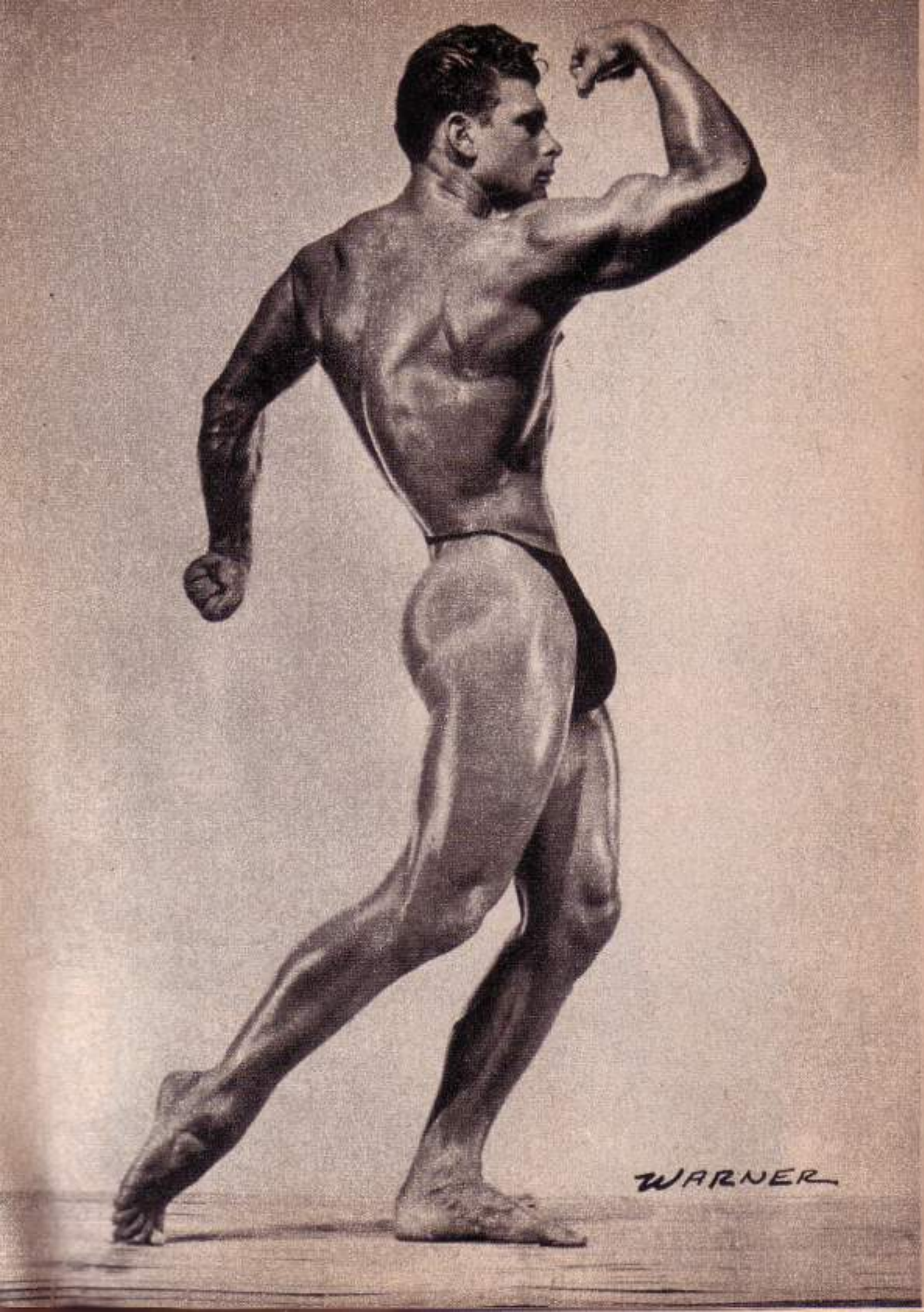
KIM FOX by Bruce

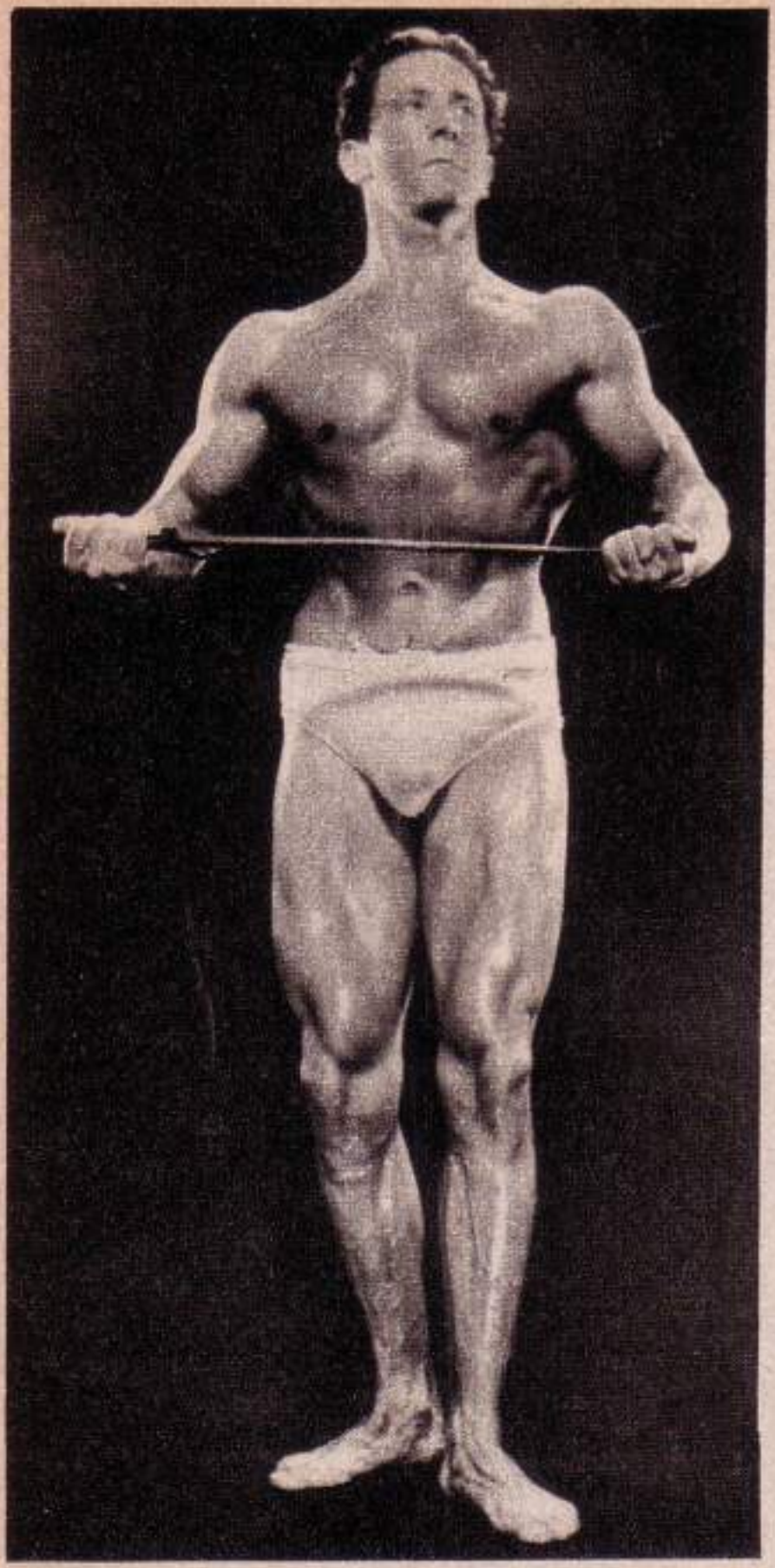
*It's always nice to have Kim with us*

**TIM SWEENEY by Spectrum**
*Here's a Tim who's not so tiny*

**BILL TAYLOR by Douglas**
*Bodybuilder from the deep south of Tennessee*




WARNER



JACK THOMAS by Warner

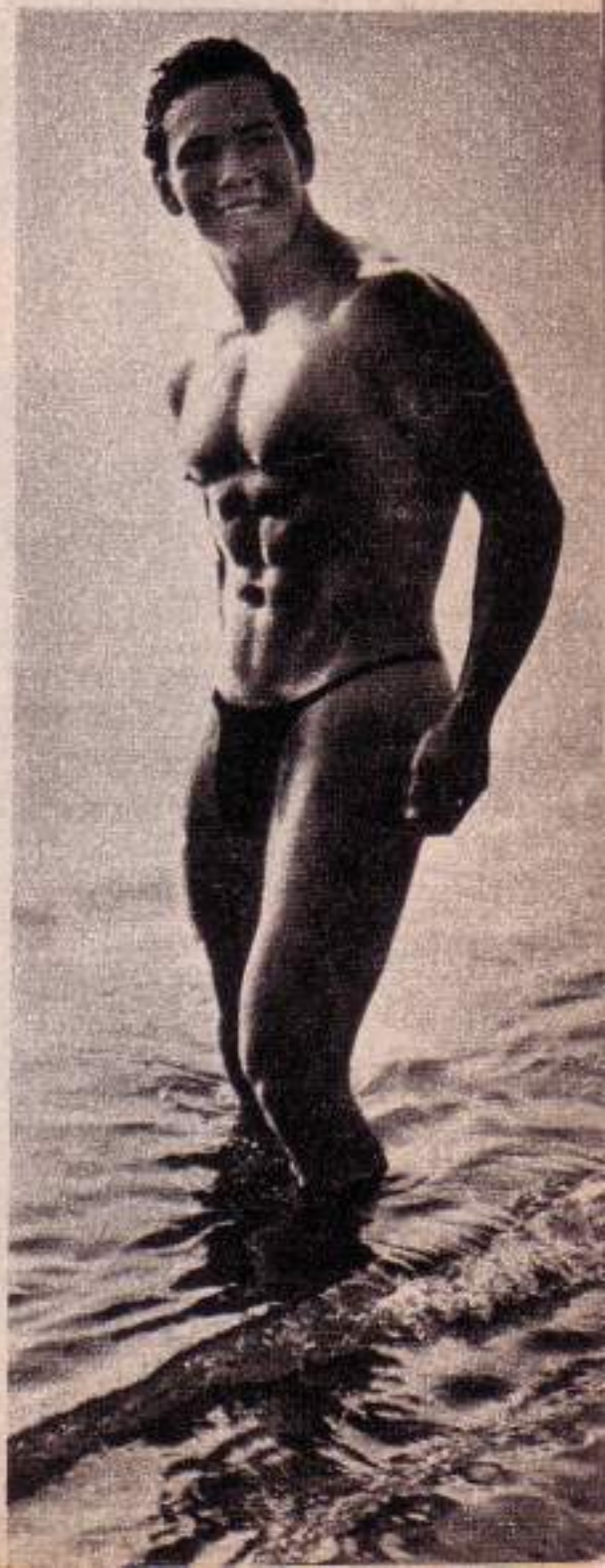
*West Coast Adonis . . . now in the U. S. Marines*

JOE WEIDER
by Lanza

*A publisher who practices what he preaches*

BOB DE WEESE
by Douglas

*Michigan's modern Apollo*



GEORGE EIFERMAN—the Mad Musician

by Allen White

# what's what with who's who

As this issue of ADONIS goes to press it is pleasant to reflect on the past few weeks, and recall for you some of the foibles and fables of the great, and the near-great in this, the land of the free and the home of the body beautiful.

A heady, wine-like fragrance announced the arrival of our rich old auntie, Miss Early Autumn, a whimsical sprite who sailed into town on her mink-lined broomstick, and waving her uranium wand, transformed our New York countryside into a baked Alaska of flaming, enchanting delight.

Here to take advantage of Mlle. Autumn's largesse was one BOB DELMON-

(*Continued on page* 46)

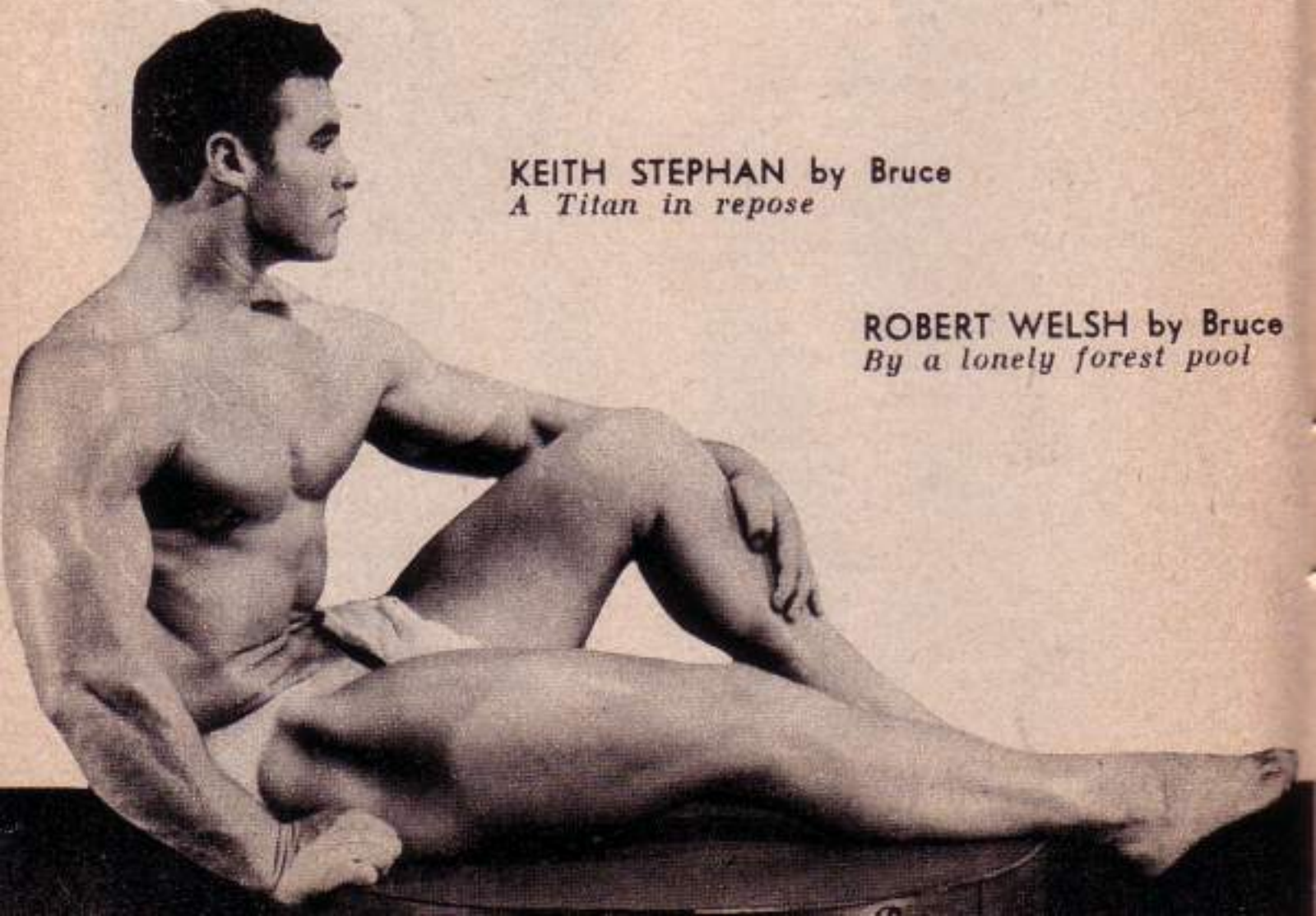
ACHILLES KALLOS by Lon
*Mr. South Africa*

# *Adonises* west coast style

"Bruce has never taken a bad photograph!" This is a common expression among physique photographers and I believe it literally must be true, for I have been looking at his work for years, and have always been impressed with the simplicity and naturalness he seems to draw from his models.

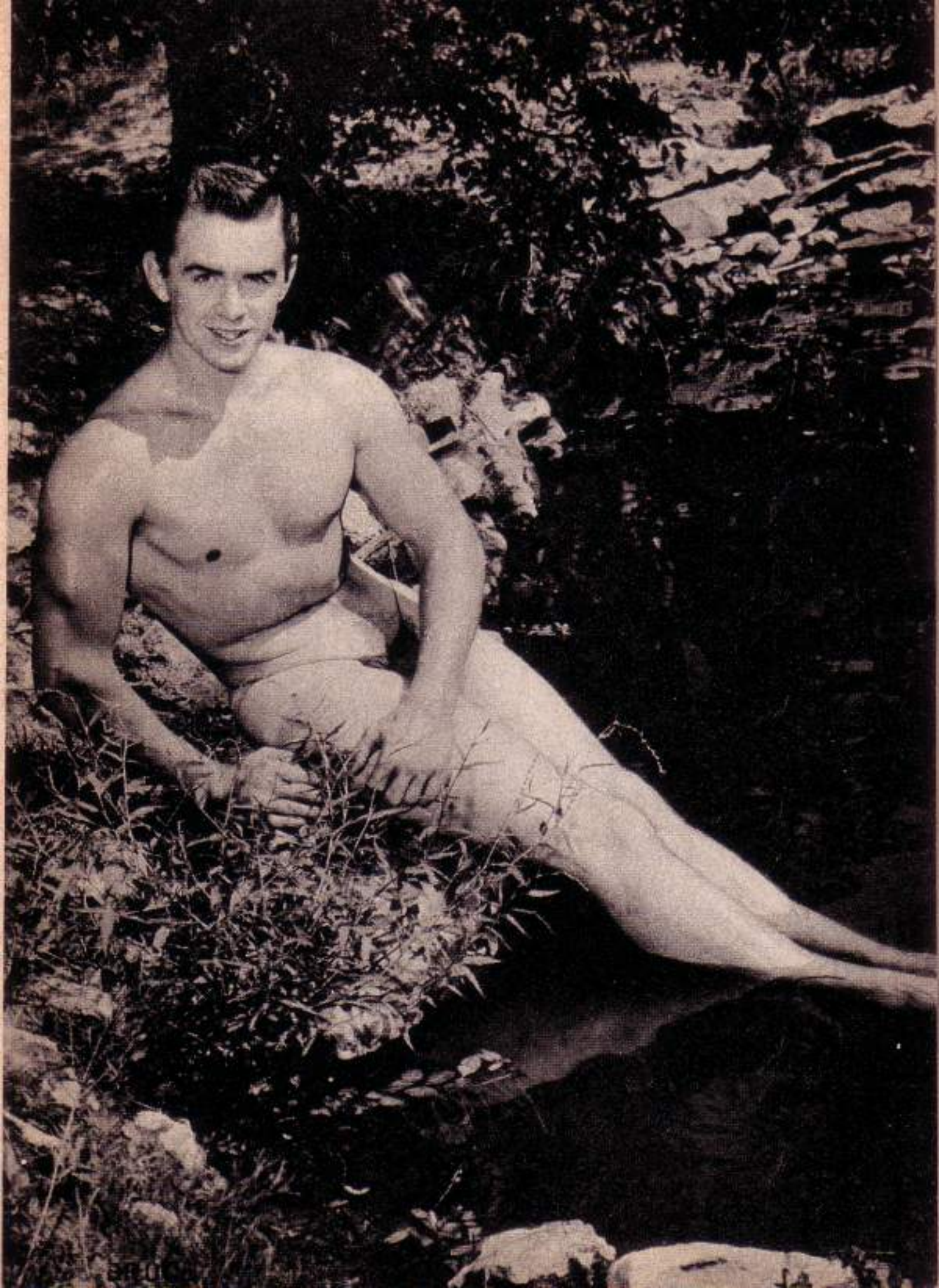
I have just received a large batch of new photographs from the California maestro, and I have chosen four of them to demonstrate these very qualities of which I have spoken. There is not a static or dull pose among them.

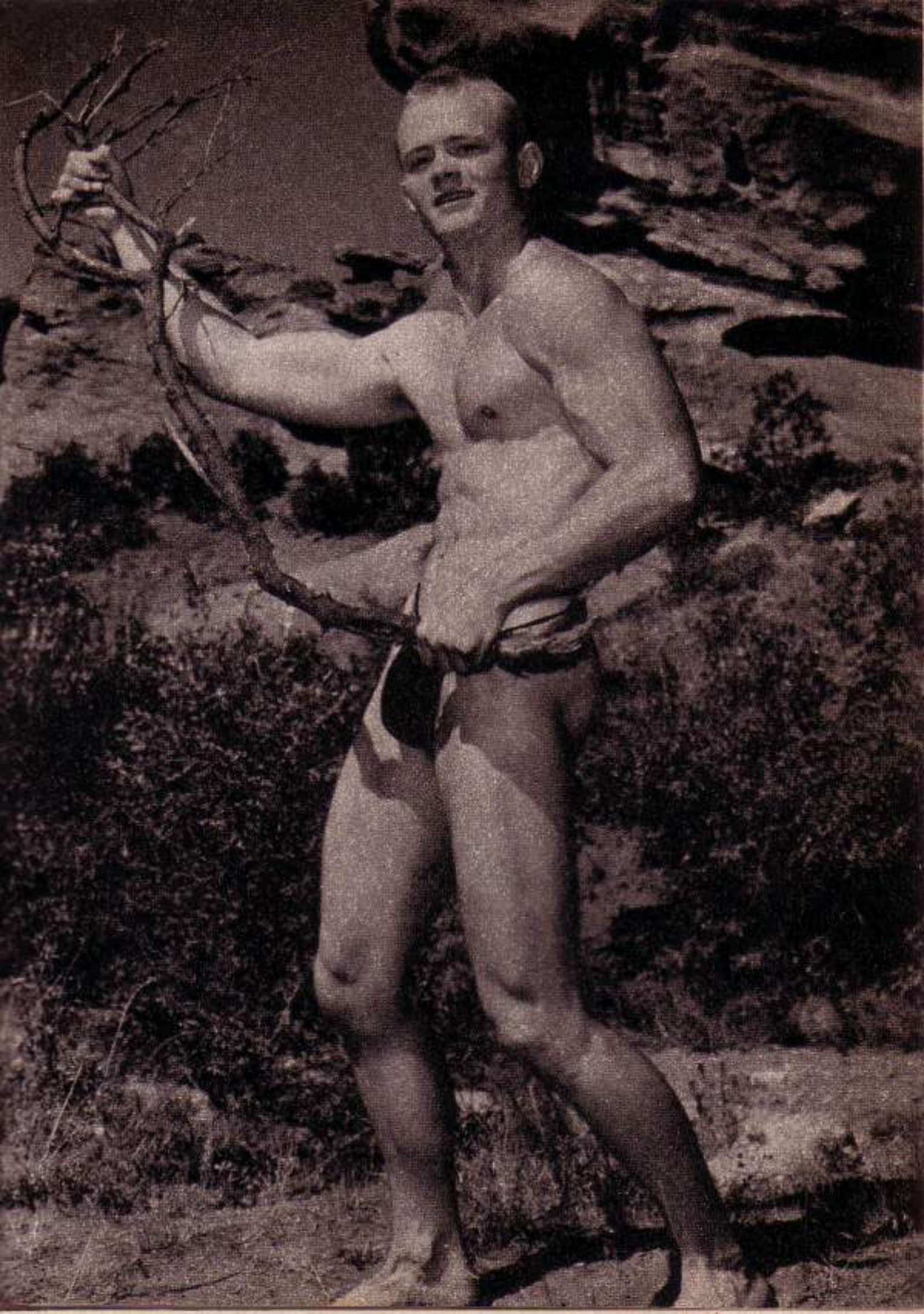
An impressive characteristic of each of the four is the unusual backgrounds against which the subjects are posed. In our first photographic essay (*Continued on page* 50)

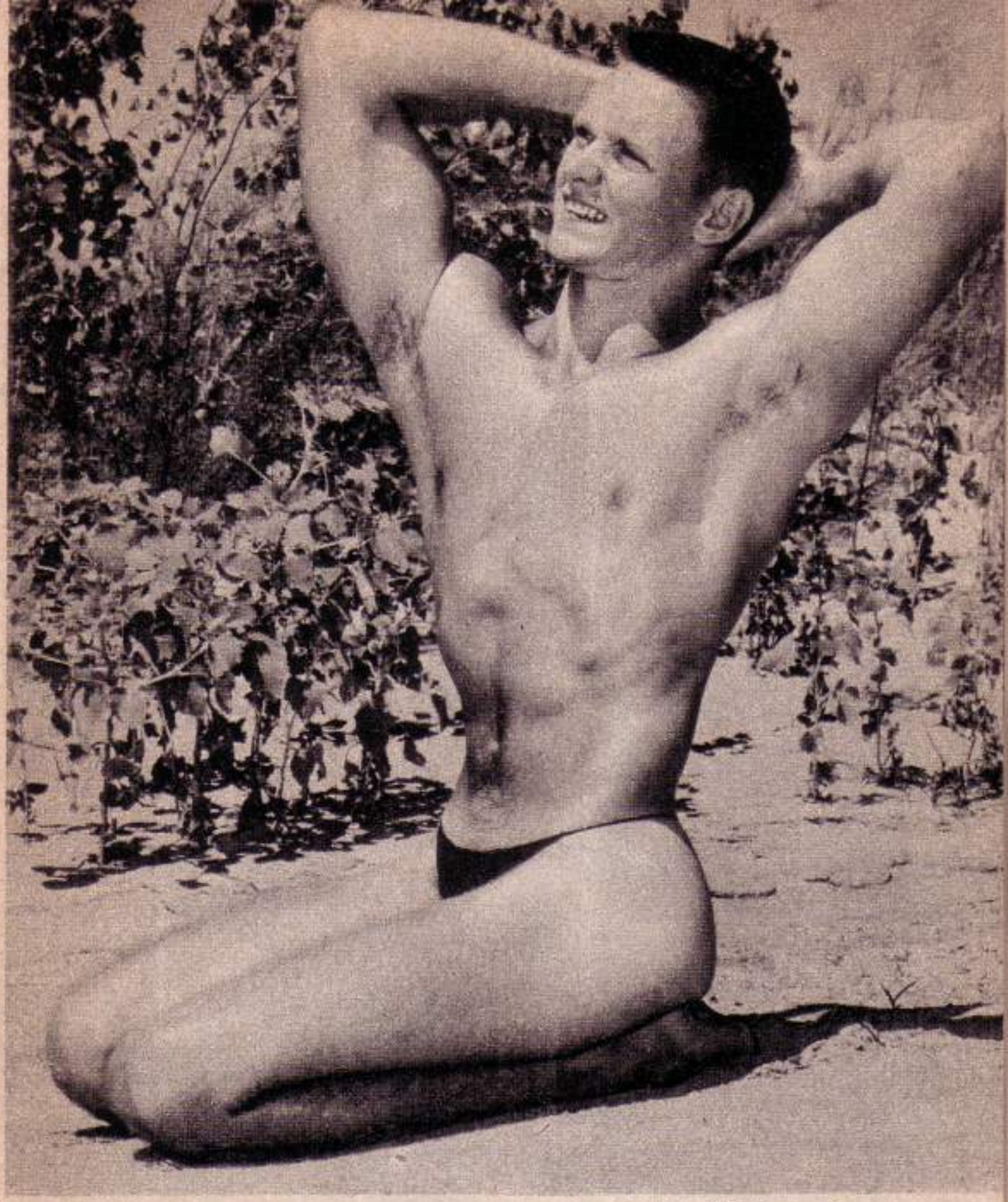


**KEITH STEPHAN by Bruce**
*A Titan in repose*

**ROBERT WELSH by Bruce**
*By a lonely forest pool*

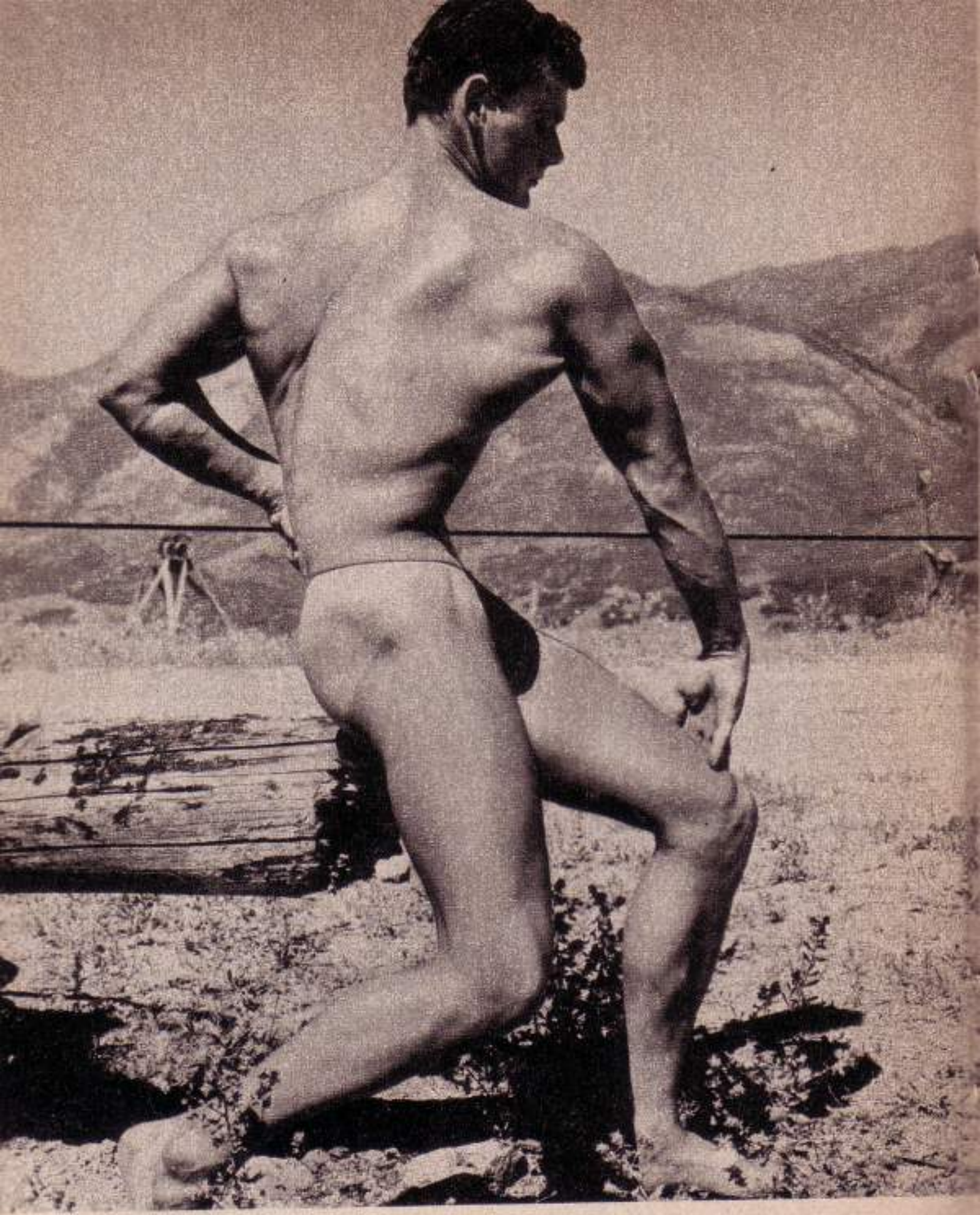






JIM YOES by Bruce
*Summer pastorale*

RODERICK FOLSON by Bruce
*A man to match the mountains*



DAVID FITZEN by Bruce
*High noon in the Sierras*

2. ALTERNATE DUMBBELL BENCH PRESS

3. ONE ARM PULLEY ROWING

# MR. "A" MAKES WITH THE MUSCLES

## By Abe Goldberg

In bodybuilding protocol it is customary for the editor of a physical culture magazine to interview the winner of a major physique contest and ply the happy victor with the most searching questions concerning his training routine. In regard to our Mr. America of 1954, I have not only had the pleasure of talking to Richard du Bois, but of having him for regular workouts in my gym.

While it is pretty obvious that most champions follow a basic, all-around bodybuilding program, even as you and I, it is in the variations, or deviations from these standard exercises that one discovers the real secrets of their championship. I have seen these personal variations occur so frequently that I automatically lie in wait for them to appear in each new Mr. America. In watching Ritchie I had not long to wait.

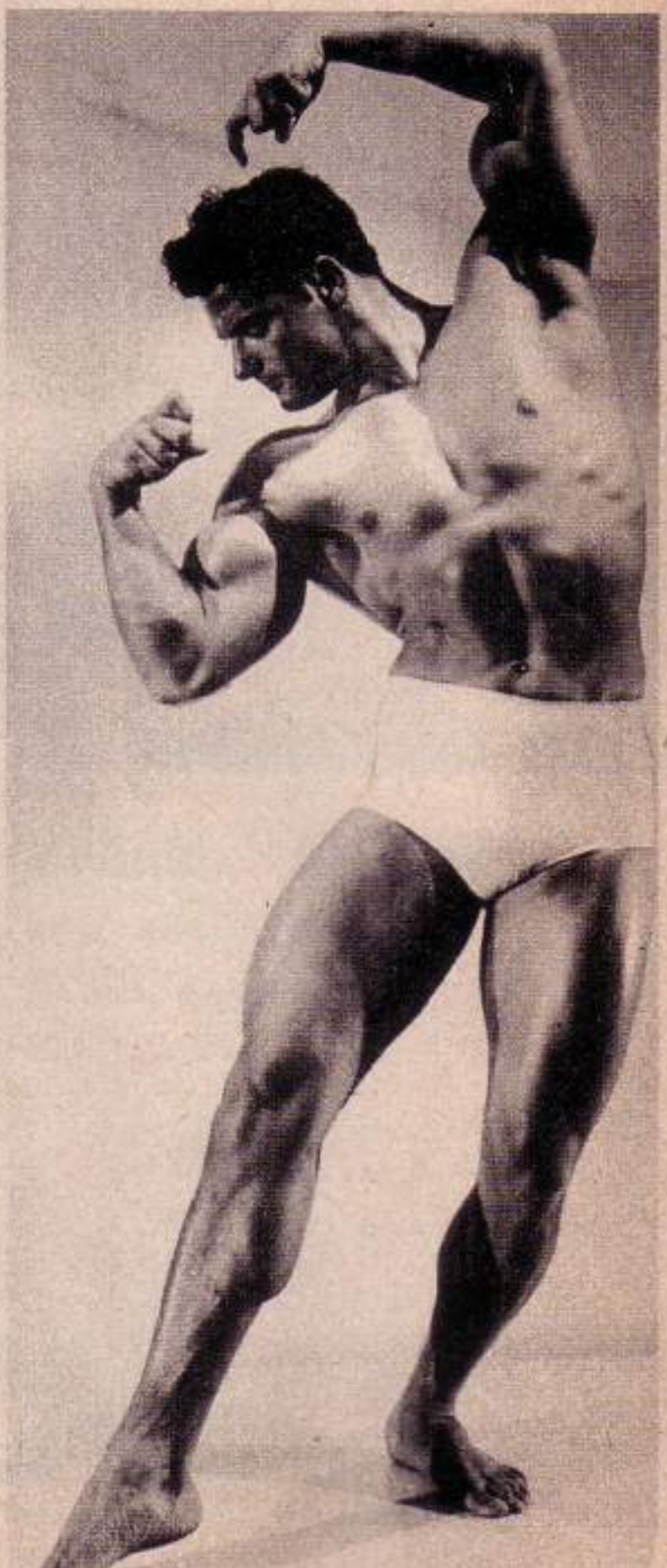
(*Continued from page 27*)

Augmenting his standard barbell bench press was his first variation . . . the dumbbell *alternate* bench press. This is a tough one but its unusual effect is immediately felt. Watching him perform the movement, as shown in Figure #1, it seemed as though his pectorals expanded like gigantic mushrooms.

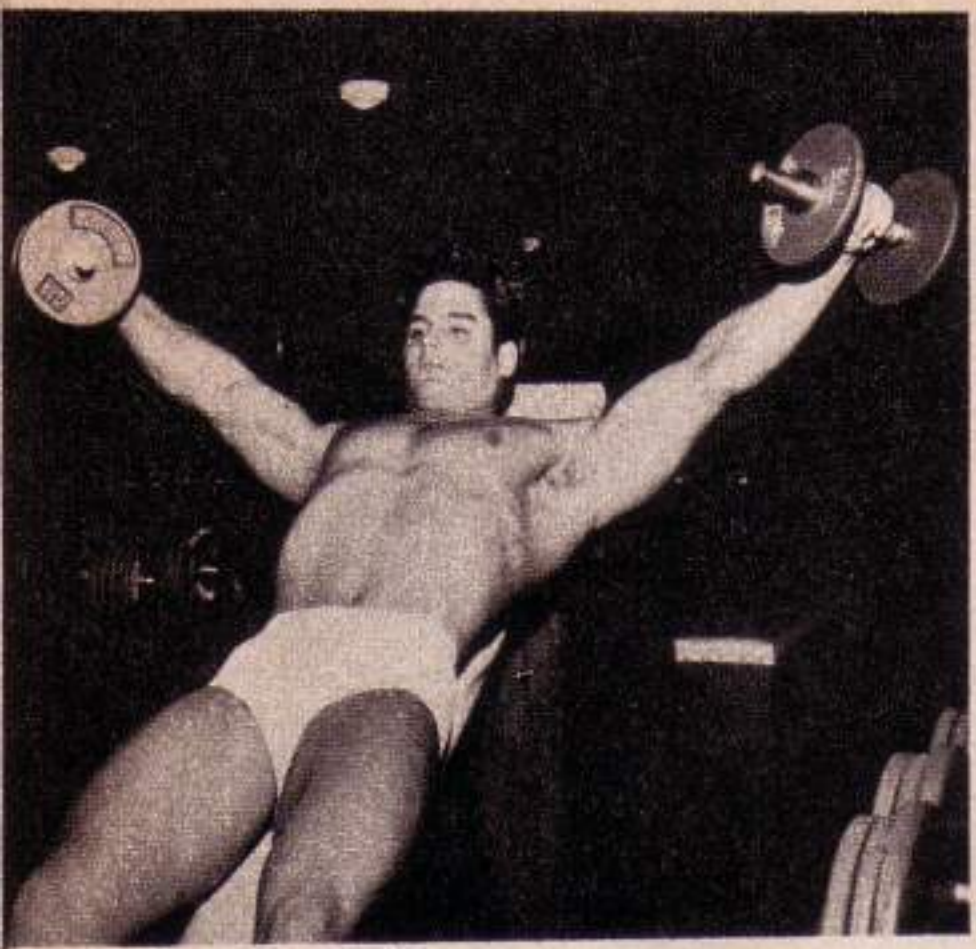
Immediately after his chest workout, Mr. "A" tackled his lats with renewed vigor, and after several sets of dumbbell rowing, and wide-grip chins, he sat down before the wall pulleys, and with a heavy weight he performed a one-arm rowing motion that set his lats in motion like huge writhing serpents. Figure #2 will show just how all-embracing the movement is, and how the biceps are equally affected with the latissimus dorsi. I tried the movement for myself, and I assure you it will remain in my repertoire for all time.

If you have difficulty in delineating your deltoids . . . if you have good deltoid bulk but little definition, here is what Dr. du

RICHARD du BOIS by Bruce
*Mr. "A" flexes an 18 inch biceps*



4. INCLINE BENCH LATERALS



5. ONE-LEGGED SQUAT ON BENCH

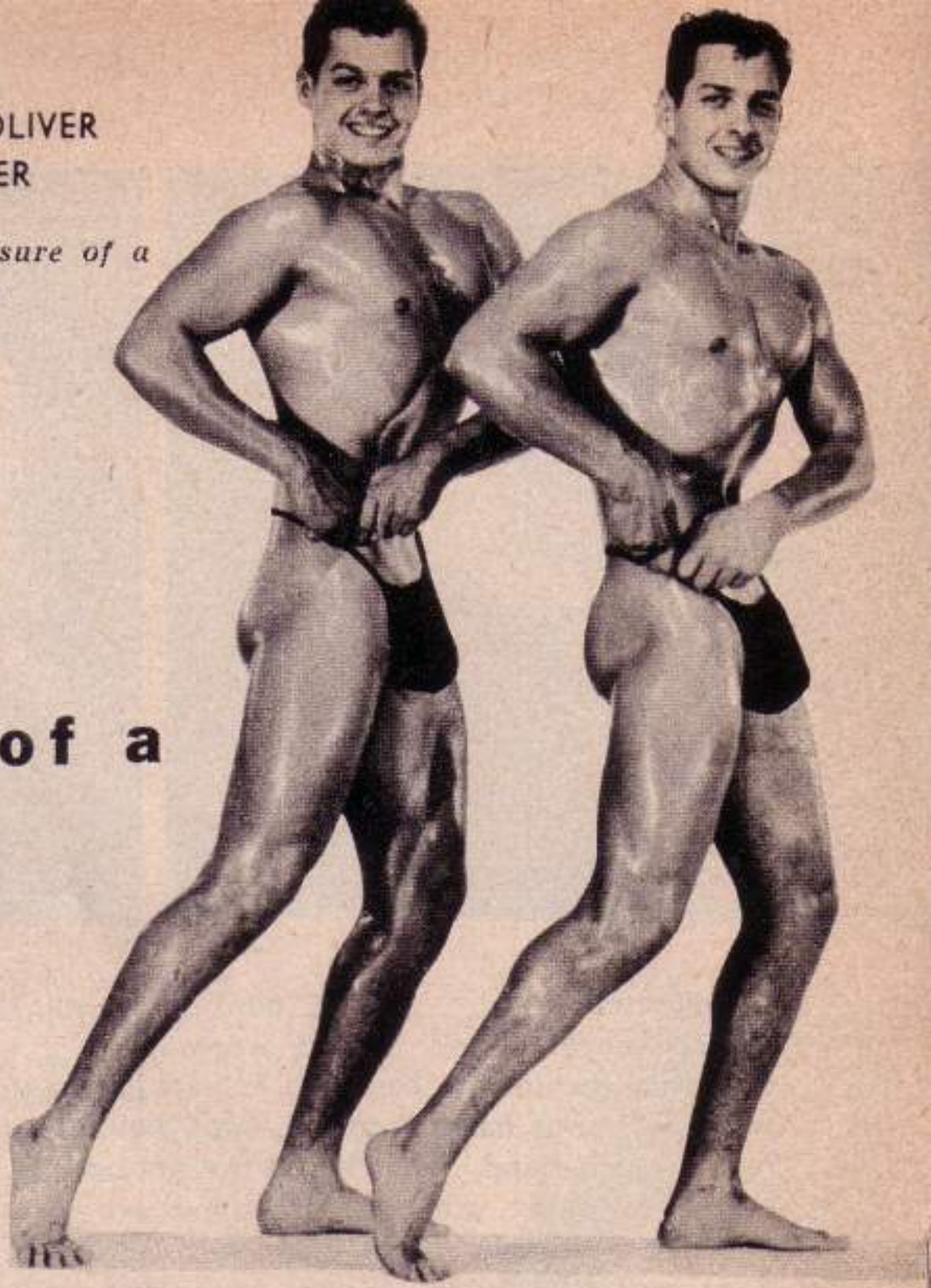
Bois prescribes . . . a large dose of lateral raises on the incline bench. Here's how it works.

Lie on the incline bench as shown in Figure #3. Now with your arms hanging at the sides, holding a light dumbbell in each hand, turn the palms toward the body. Then slowly raise the arms to slightly above shoulder height, and just as slowly return them to the sides. This must be done with absolutely *straight* arms, and with the utmost concentration.

The fourth and last bit of muscular mayhem is performed by and for the legs. This little opus is the one-legged squat performed on a bench, with one hand (corresponding to the exercising leg) holding a dumbbell, and the other hand grasping a stationary support. Now as you see it illustrated in Figure #4, squat until the buttocks touch the heels. I advise extreme (*Continued on page* 58)

BILL AND OLIVER GRUENINGER
by Warner
*Double exposure of a pair of aces*

# two of a kind



It is rare indeed to see good dual posing these days, and when we received these unusual photographs from Russ Warner recently we were doubly impressed because the dual poseurs were twins.

Russ, however, is always out for the unusual, and through the years we have had some inspiring works of art from him. He tells us that he is very proud of his young models, Bill and Oliver Grueninger, not only for their excellent contribution to good(*Continued on page* 52)

*"Double, double, toil and trouble"*

*A confluence of mighty arm and mighty chest*

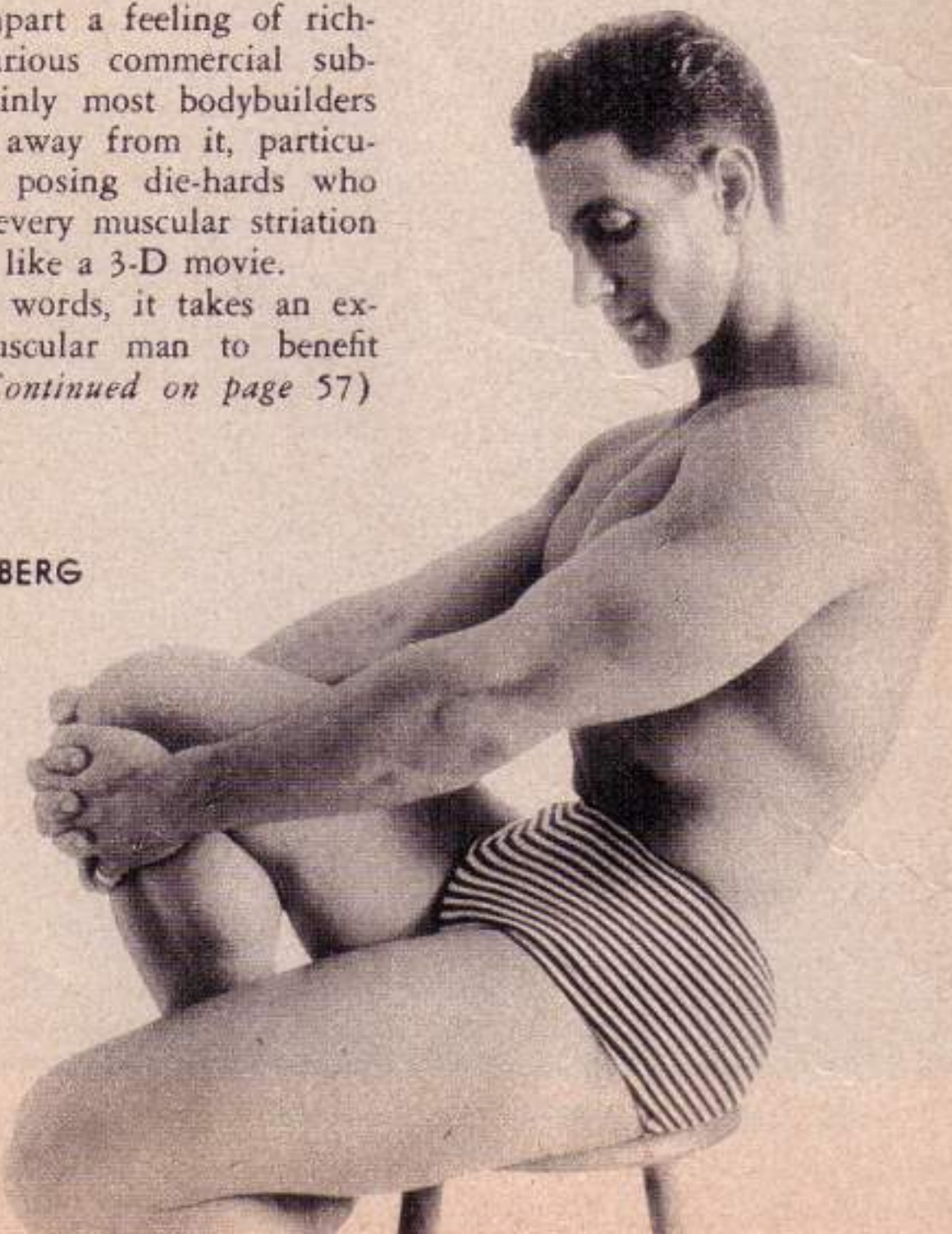
# artistry in photography

TOGOF

In this issue of ADONIS we are demonstrating many kinds of photography, all of it interesting, all excellent, and all imaginative. However, in these studies of Abe Goldberg, the technique used, while not new, is infrequently employed in physique work.

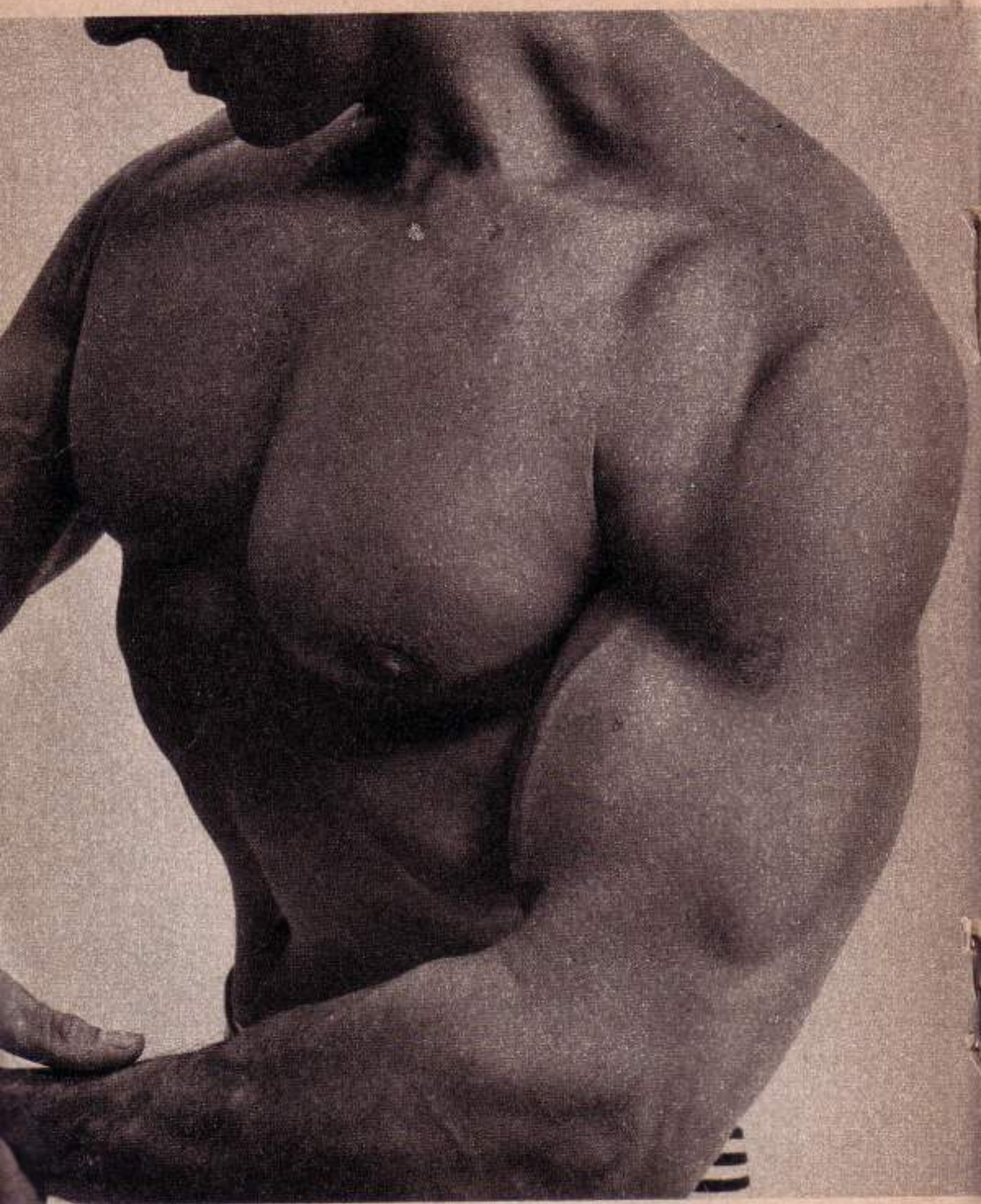
Rather you will find it used to give a quality of softness or luminosity to various inanimate objects, to impart a feeling of richness to various commercial subjects. Certainly most bodybuilders would shy away from it, particularly those posing die-hards who insist that every muscular striation stand forth like a 3-D movie.

In other words, it takes an extremely muscular man to benefit from its (*Continued on page* 57)

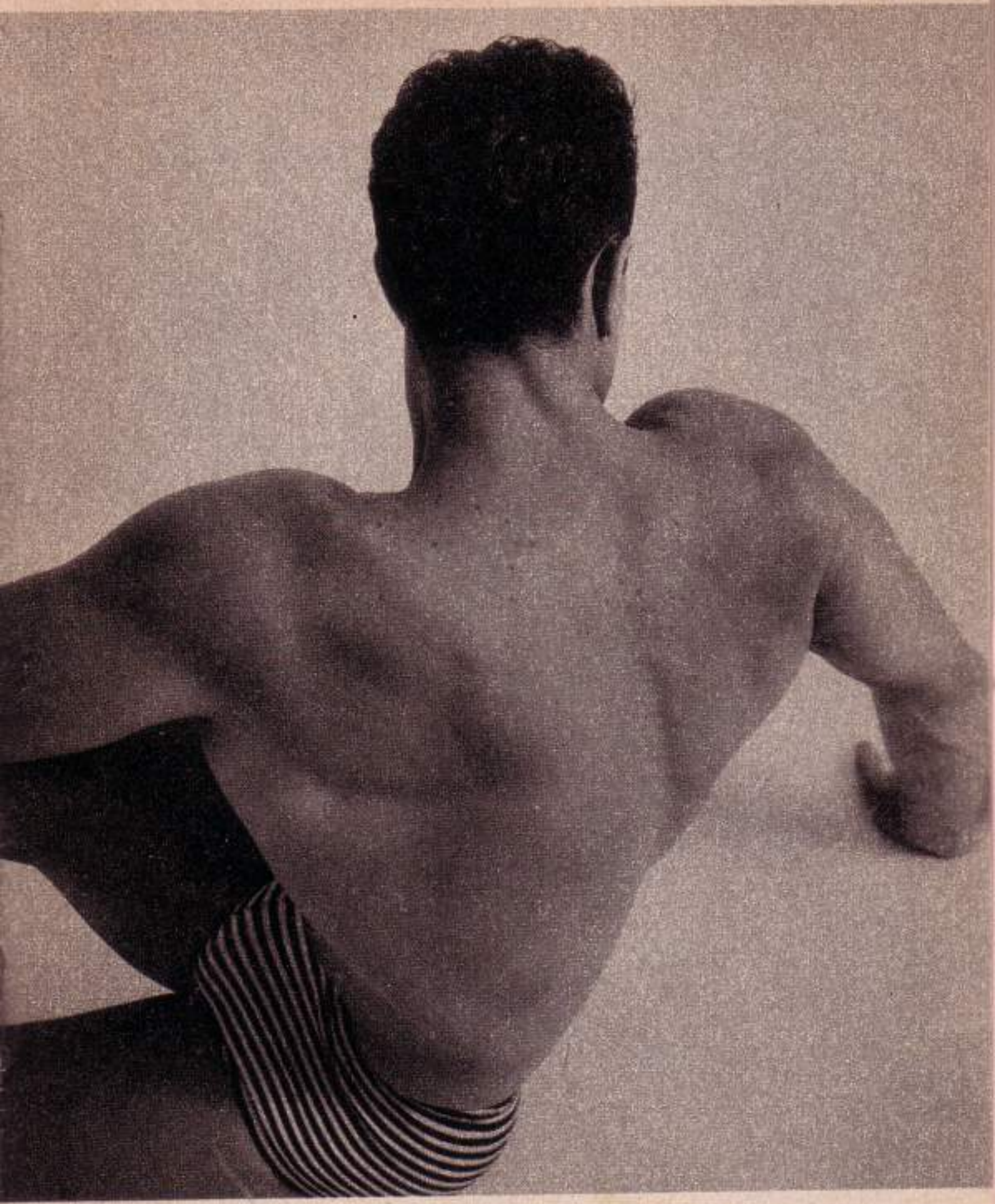


**ABE GOLDBERG**
**by Togof**

*Hercules in a pensive mood*



*The clear definition of Abe's massive chest*



*Striking view of an even more striking back*

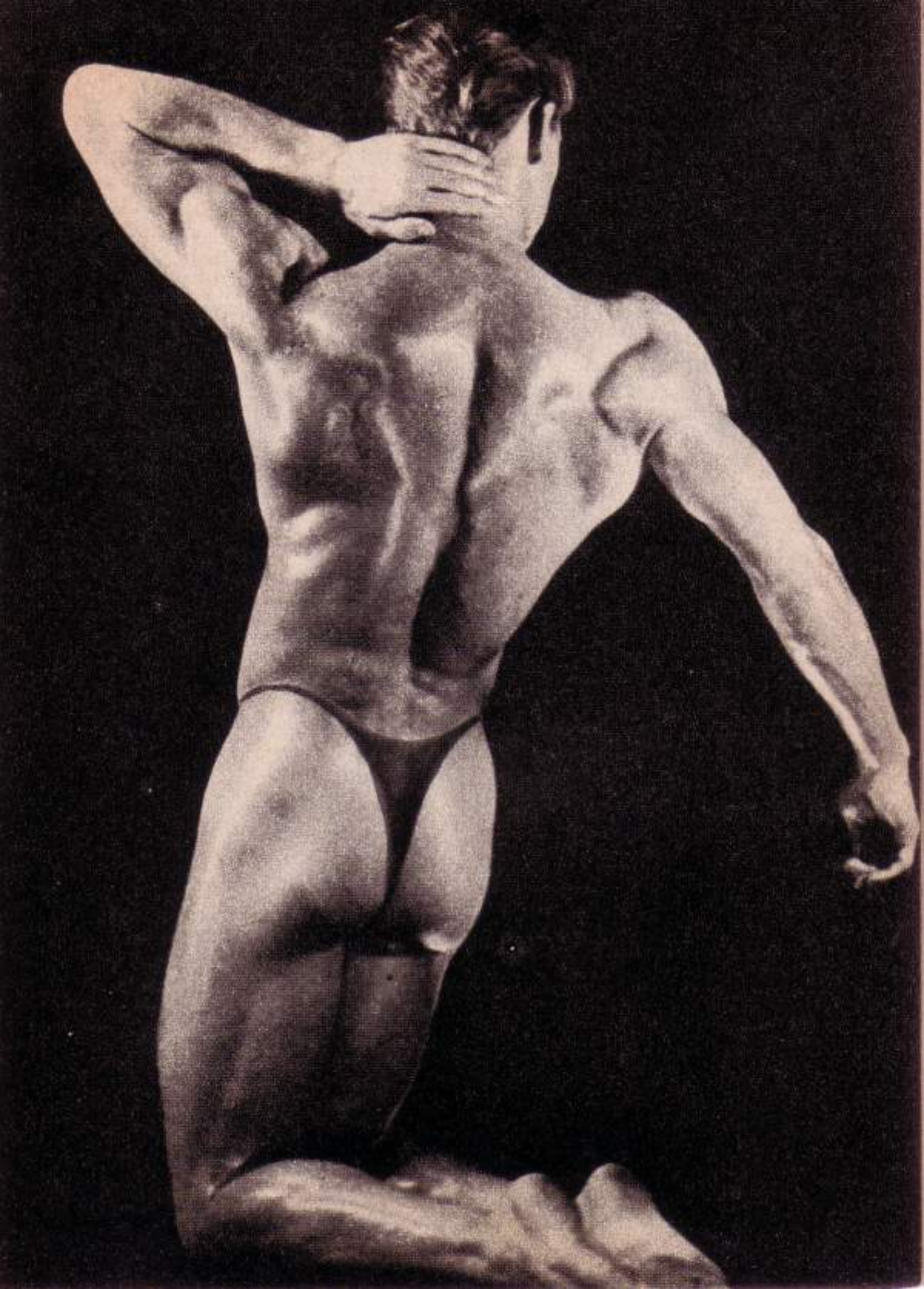
JIM SHOEMAKER by Quaintance →
*Jim's back shows strength and flexibility*

# men of the purple sage

Ever since George Quaintance forsook the canyons of Wall Street for the canyons of Arizona, art lovers of the world have been enriched by his contribution of Americana, in his paintings and photographs of men of our great Southwest.

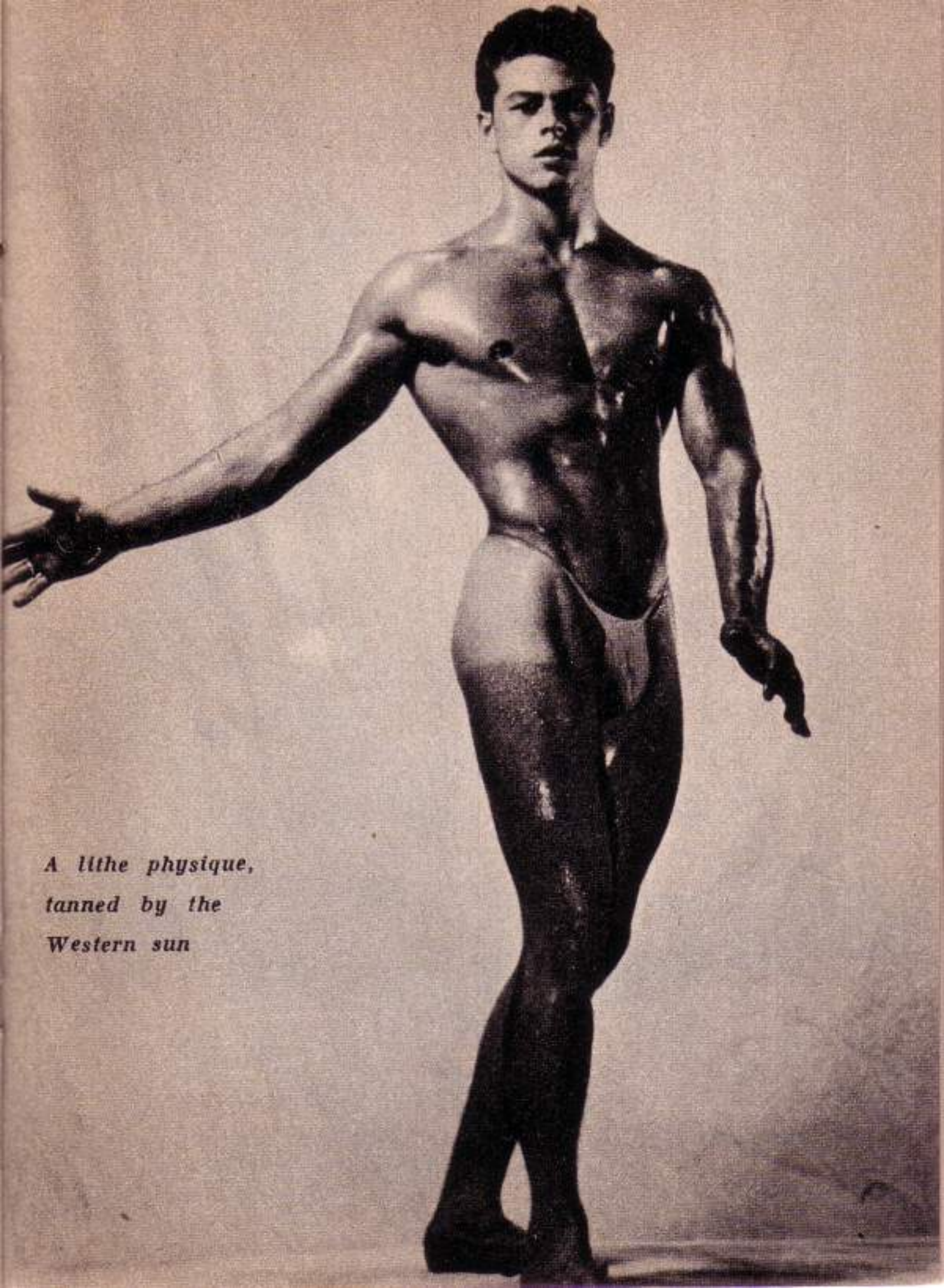
This month Quaintance has sent us some studies of three of his best models along with the following observation . . . "Although my models are very muscular and well-proportioned, I have tried to (*Continued on page* 44)

JIM GLASPER by Quaintance
*Adonis relaxed in graceful ease*



ZARO ROSSI by Quaintance

*Young Lochinvar of the "not-so-wild" West*



*A lithe physique, tanned by the Western sun*

**ARTHUR GOLD by Gebbe**

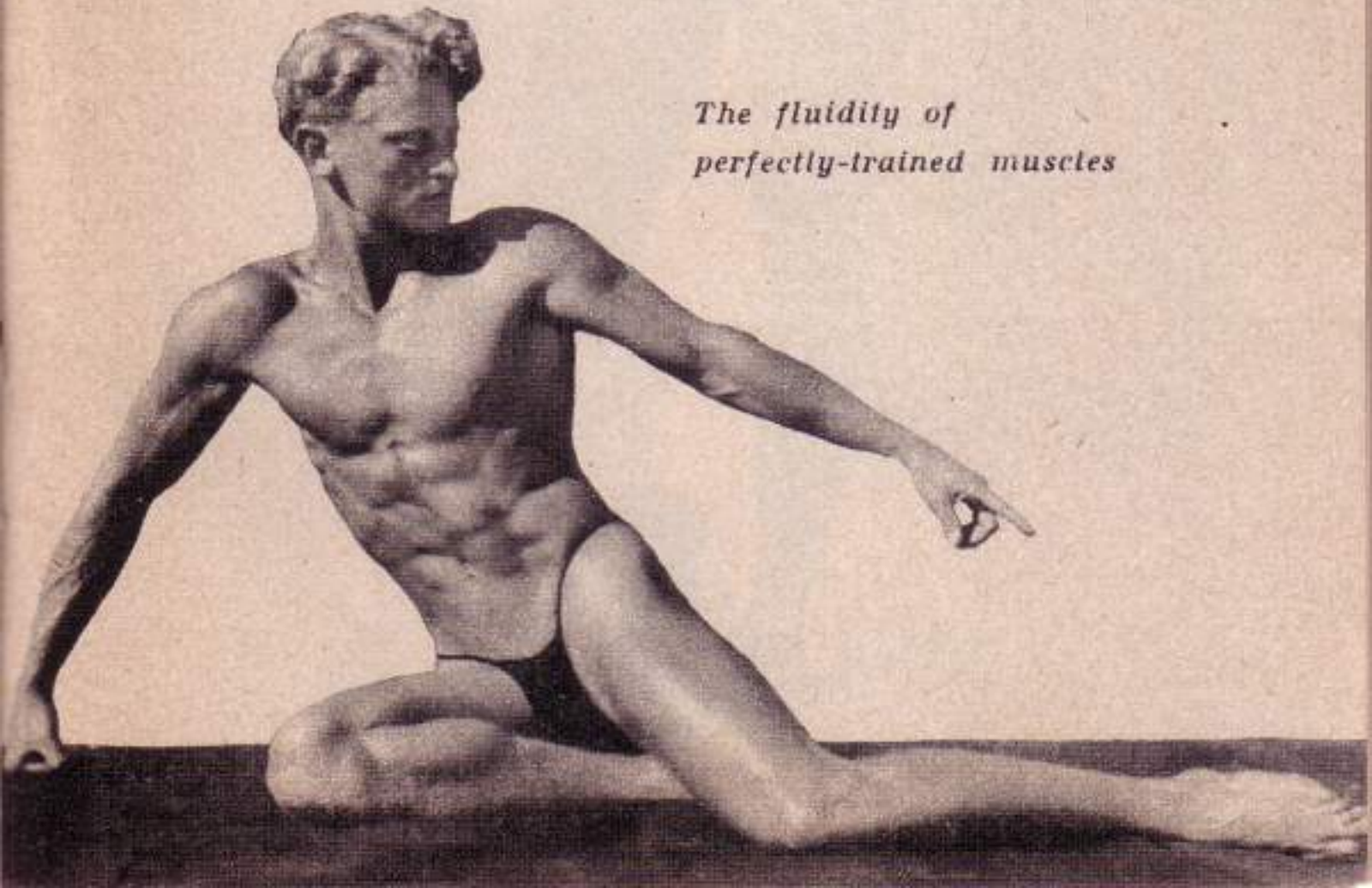
*A mighty arm in an unflexed pose*

# *Arthur, the Golden*

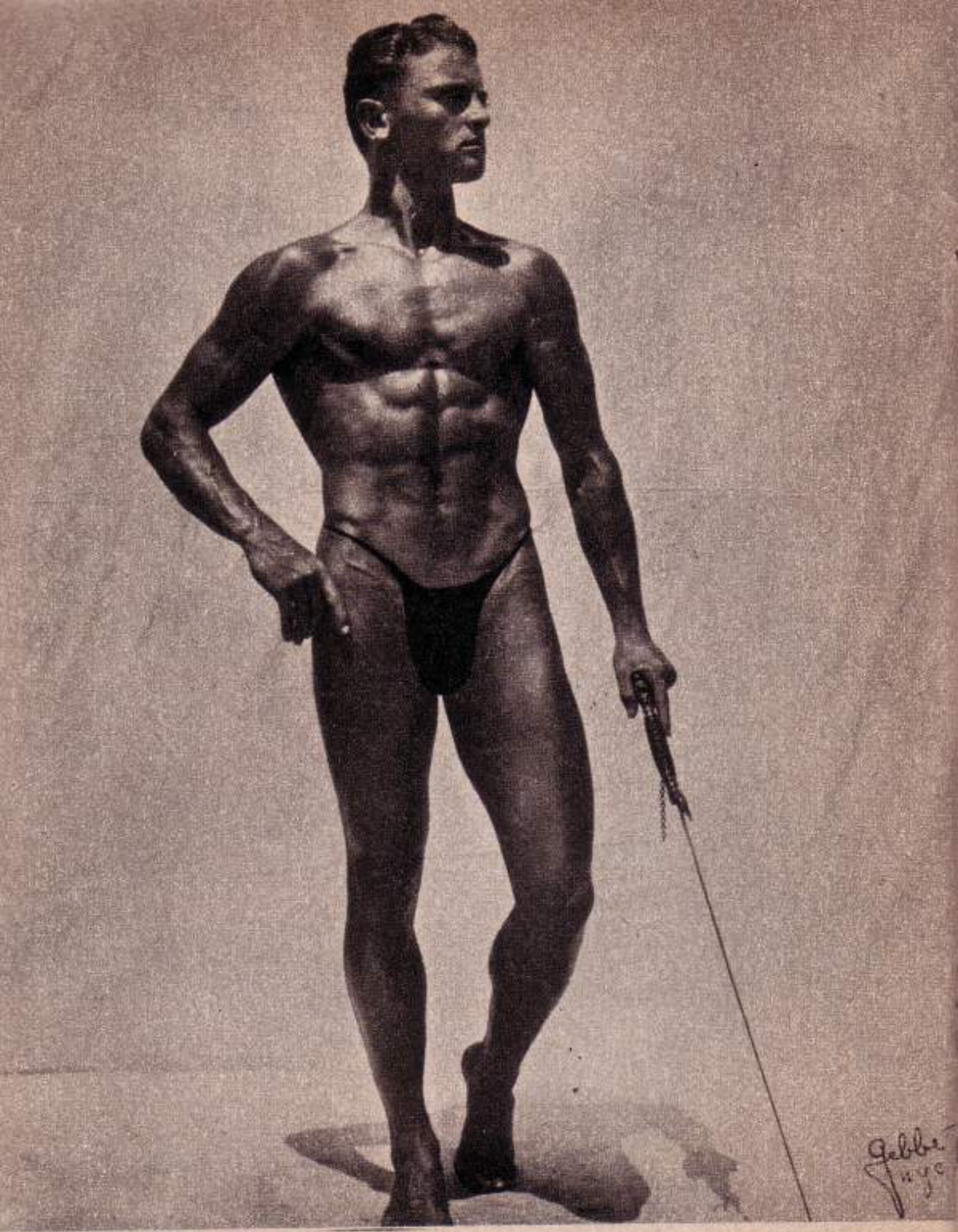
Bob Gebbé, one of our contributing photographers, has a knack of discovering new talent in the most unexpected places. Never without his camera, Bob strolled into the Washington Baths at Coney Island last summer and stumbled right into a young man vigorously performing handstands by the dozen.

Striking up a conversation he discovered that this amazing athlete was none other than Arthur Gold of Brooklyn, a champion gymnast and handbalancer. Gebbé persuaded Arthur to pose for him and the results of this meeting are shown here, and he has further identified his model by saying, "Arthur has the most unusual red-golden hair, very blue eyes, and is always deeply tanned. He is 17 years old, 5′ 8″ tall, and weighs 168.

For one so young, Arthur has a classically molded torso, and for his first essay in posing, Gebbé has brought out every one of Arthur's excelling qualities.



*The fluidity of perfectly-trained muscles*



*A study in perfect abdominal structure*

by Hal Warner

# toupee or not toupée

To the youth hovering merrily on the verge of puberty, as well as to the man of maturer years, the gradual loss of hair, and the spectre of imminent baldness is an ever-present source of worry. In discussing two sensational new treatments for falling hair, I have pointed out in my course, "Your Face Is Your Fortune", that there is always that *one* case that seemingly defies *any* remedial aid. In general, the poor condition of one's health, a lack of adequate protein in one's diet, or some basic glandular imbalance, are the causes of so-called "permanent" baldness.

For the man whose hair has long since ceased to flourish, and who contemplates his situation with bitter disillusion, here are words of solace and cheer. A little bit of camouflage can make the world a far, far brighter place in which to live.

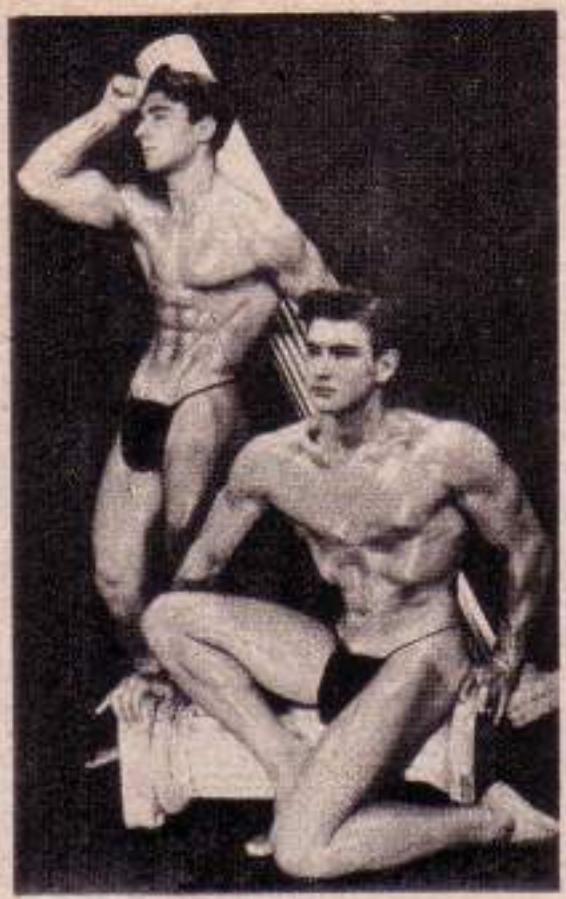
I refer to that modern product of an ancient art,

(*Continued on page* 60)

FRED BORTNIK by Lon

*A refreshing view of a youthful physique*

# LON
## presents



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## Men Of The Purple Sage

(*Continued from page 36*)

suggest in these photographs those qualities of esthetic beauty, and artistry in posing which few models seem to care about."

We therefore show you two photographs of Jim Shoemaker, a native of Phoenix, whose well-developed muscles and classic lines have made him a favorite Quaintance model.

Another, and somewhat more familiar face in ADONIS is that of Zaro Rossi, a handsome young Westerner whose statuesque muscularity has been put to the service of the United States Air Force.

Completing our little trio of Arizona bodybuilders is Jim Glasper, winner of many physique contests, who is still in school, but who finds his spare time useful in posing for Quaintance.

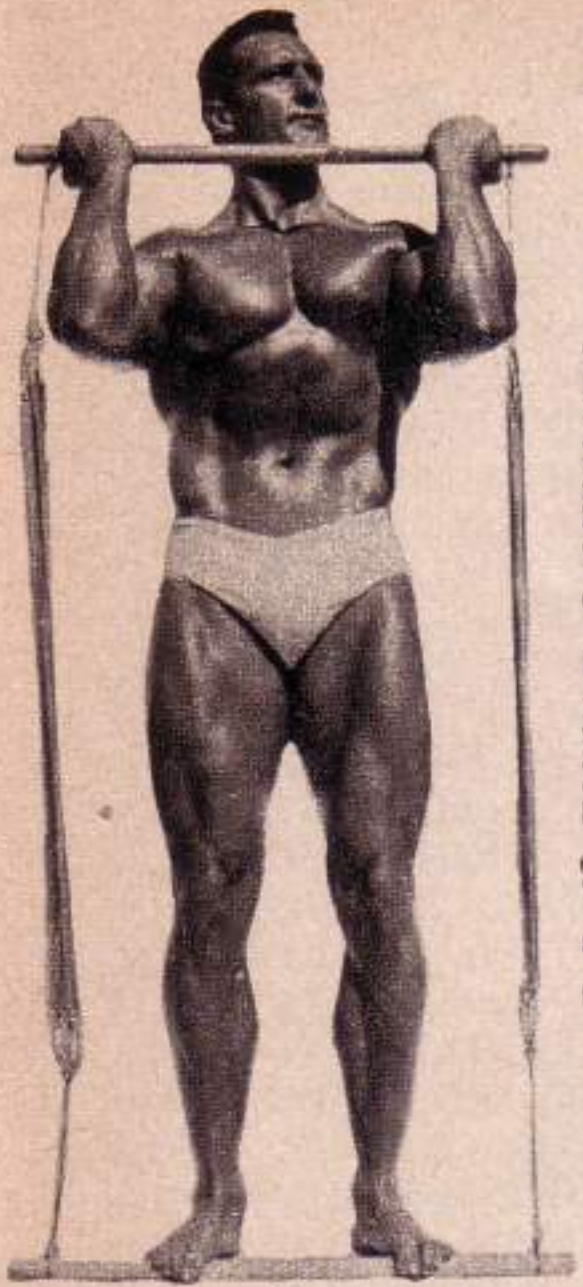
All these young men work out regularly in Bert Goodrich's Phoenix gymnasium. Knowing Bert as we do, we are sure that he is very proud of all of them. Call again, Mr. Quaintance.

# S-T-R-E-T-C-H

**Your Way To A Super Strong Body This Enjoyable Home Gym Way**

- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.



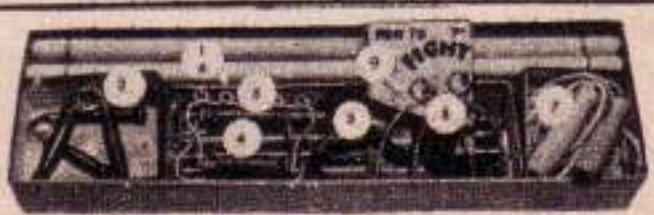
1

## Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."

2 3 4 5

6 7 8




**$11.00—Prices F.O.B. Our Warehouse**

## USE THIS HANDY COUPON

**Mr. America Barbell Co., Dept. A**
**16 Hopkins Ave.,**
**Jersey City, N. J.**

Gentlemen:

Please RUSH me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find $.....in full payment.

Name .....

Address .....

City .....

All orders shipped promptly. Prices FOB our warehouse. No COD's.
Canadian Customers, Price $14.00, same fast service from:
**Mr. America Sporting Goods Co., 4466 Colonial Ave., Montreal, Que., Canada**

## What's What

(*Continued from page* 21)

TEQUE, boy photographer, and no mean b.b. himself. With such a lavish background as only our giddy aunt could supply, Bob has captured her magic via Kodachrome, and the results of his handiwork will be shown to one and all *tres* soon.

By the time this is in print you will undoubtedly have seen Bob's gallery of famous GLENN BISHOP in the second issue of THE BODY BEAUTIFUL, and in the succeeding issue we feature his stunning photographs of RICHARD ALAN . . . . *too much!!*

By far the most exciting event of our fall season was the New York appearance of MAE WEST and her "EIGHT INTERNATIONAL ADONISES," as they were billed, sporting such famous muscle names as RICHARD du BOIS, IRVIN KOSZEWSKI, ARMAND TANNY, LOU DEGNI, and GEORGE EIFERMAN, not to forget that re-incarnation of VALENTINO himself, TONY DEXTER.

Practically everyone who had the price of a liter of lager hied himself to the Latin Quarter before you could say "'latissimus dorsi"'! Certainly this is one of the most amusing acts ever presented, and if they come within a hundred miles of your home on their tour,

**BOB DELMONTEQUE STUDIOS**

Announces publication of Catalog "A" of handsome Richard Alan, featuring beautiful indoor and outdoor miniatures. Larger studies may be ordered from each miniature by number. **Price Catalog "A" $1.00** Also available a beautiful 1955 calendar of 12 breath taking poses, one for each month of the year. This is truly a quality item.

**Price $1.95**

**MODERN APOLLO**

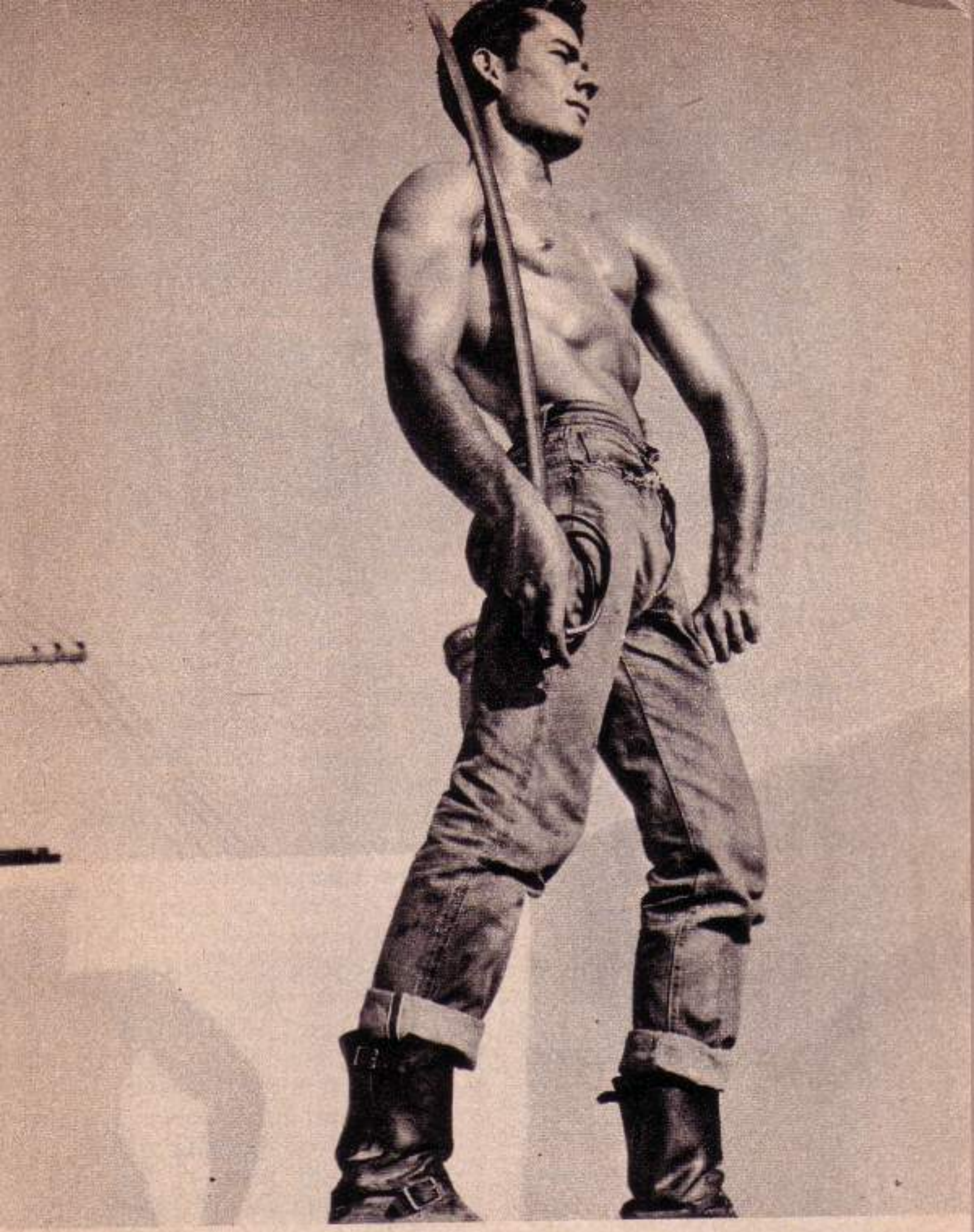
A beautiful 70 page plastic bound book featuring Bob Delmonteque and many of America's best built models.

**Price $4.95**

Order from

**BOB DELMONTEQUE STUDIOS**

**Box 626** **Dearborn, Mich.**



BILL SALEM by Athletic Model Guild

**DYNAMIC DUOS**

12—Dynamic poses, photographed in the inimitable Spartan manner!
12—4 x 5 original prints.. $ 2.50
12—8 x 10 original prints.. $10.00
Order DYNAMIC DUOS new while supply lasts—from

**SPARTAN**
Box 46905, West Branch LA46, Cal.

**INTRODUCING**

**IRVIN KOSZEWSKI**

Presenting a sensational new series of Camera-Art Studies featuring the famous Irvin Koszewski, Perfect Man Contest Winner, possessor of the world's finest abdominals. No finer or more appealing examples of the Male Body have ever before been published. No Art lover or enthusiast can afford to be without them.
1 of 12 Models in AMG'S Album, YC, priced at $2.50.
10 AMG. Index Catalogs $1.00.
3 issues of Physique Pictorial $1.20.

**ATHLETIC MODEL GUILD**
1836 West 11th Street,
Los Angeles 6, Calif.

rob your piggie bank if you must, but GO! MAN, GO!!

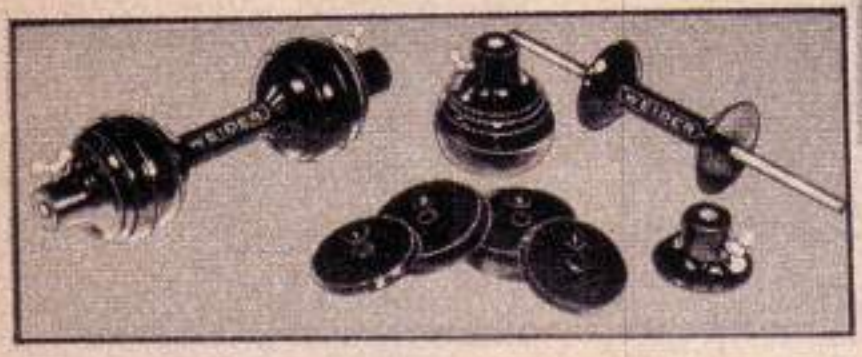
While the Mae West troupe was in New York, most of them worked out at Goldberg's gym, and it really was a caution to see RITCHIE du BOIS, and IRVIN KOSZEWSKI briskly tossing the weights around while everyone else stood around with their little black books taking notes of the champions' training schedules.

RITCHIE now uses very moderate weights and quite a few sets of repetitions . . . doesn't need any more muscles . . . just wants to keep the ones he has! But oh! that mad KOSZEWSKI abdominal routine . . . 500 situps at a time, and just as even as clockwork. ZABO always emerged from this ordeal as fresh as a daisy, and ready for more!

RICO TOMAS, Mr. Universe 1954, had as his house guest, ACHILLES KALLOS, Mr. South Africa, one of Rico's competitors in the Mr. Universe contest. After spending the summer with Rico on the Riviera, Achilles thought he'd like to see America, so Rico persuaded him to come home with him.

# KEEP PHYSICALLY FIT IN 10 MINUTES A DAY

## right in your own home and at your convenience



Especially Designed For The Busy . . .

- Executive
- Traveling Man
- Sedentary Worker
- Soldier

## Health and Appearance—Your Key to Success

If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

## FREE!

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

# ONLY $20.00

**With Course**

Joe Weider, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

Enclosed find $20.00 for which please rush me the Weider 'Keep Fit' Dumbbell Set and Course of Instructions. I understand I must be satisfied or my money back in 7 days.

Name _____

Address _____

City _____ Zone ____ State _____

No COD's. Prices FOB Warehouse. In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.

**DYNAMIC DUOS**

12—Dynamic poses, photographed in the inimitable Spartan manner!
12—4 x 5 original prints.. $ 2.50
12—8 x 10 original prints.. $10.00
Order DYNAMIC DUOS now while supply lasts—from

**SPARTAN**
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1 of 12 Models in AMG'S Album, YC, priced at $2.50.
10 AMG Index Catalogs $1.00.
3 issues of Physique Pictorial $1.20.

**ATHLETIC MODEL GUILD**
1836 West 11th Street,
Los Angeles 6, Calif.

We've some fine shots of Achilles coming up soon. This boy is a combination of paradoxes. He is a Greek, who speaks English, lives in South Africa, and pronounces his name in French (Ah-SHEEL). But ACHILLES or Ah-SHEEL, Rico called him "ASH," and how that name stuck to him!

ARTIE ZELLER, that master bodybuilder and zany cartoonist has a passion for lampooning the denizens of Goldberg's gym with his witty caricatures. These are so funny they should be seen by everyone, so Artie has consented to re-draw his "Gym Types" for ADONIS so that you all can share in the laughter. You'll see them in a very early issue.

That's about all for this time . . . see you again next issue!

## West Coast Style

(*Continued from page* 22)

a handsome young man sits lazily beside a clear, cool, mountain spring, his feet dangling in the translucent water, an expression of utter serenity on his face.

In another outdoor setting, this one a bit more rugged, another youth tests his strength on a gnarled

For the Man with the PHYSIQUE who Likes the UNIQUE

# BODY BEAUTIFUL PUBLICATIONS OFFER

4 Exciting Adventures in "UNDER-wearing" APPAREL

FEEL TANNED—TAWNY—TERRIFIC!

*Something* **NEW**

**FOR THE MALE OF THE SPECIES ! !**

**AN ADVENTURE INTO THE DARING! THE DIFFERENT ★ UNIQUE**

**in the "Cal-Bikini"** Small-Medium-Large in Blue-Black-White, and Blue & White Check at $3

**in the "Pose Please!"** Small - Medium - Large in White - Red - Black - Flesh Pink - Light Blue - Green at $2.50

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Order Today from **BODY BEAUTIFUL PUBLICATIONS**

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**Artistry in Fotografy**

**TOGOF**

presents the latest in hi-fi fotografy with its first pictures of handsome

**JIM DONOVAN**

Catalog of 16 miniatures for $1.00
Set of 6 fotos 8 x 10 for only $5.00
The newest in Fotografy exclusive with

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110 RIDGE STREET, N. Y. 2, N. Y.

**GEBBE** takes pleasure in presenting "Martin Gagliano". A young man famous in competitive weightlifting, now combines beauty and grace with his muscles in this attractive catalog of 18 miniatures. Kindly send $1 for catalog to

**GEBBE**

**112 West 61 St., New York 23, N. Y.**

branch, which serves to give some motivation for a simple, muscular half-flexion.

In our third study note the geometrical effect of the taut wire stretched across the picture. You will observe that it tends to add greater width to the model's back, and far from depressing his height, it actually seems to accentuate it.

In one of the most graceful poses I have ever seen, a happy young man sits on his backstretched legs, looks welcomingly at the sun, basks in its warmth, and we have a study in perfect physical symmetry, Apolloesque musculature, and eager youth!

Happily the trend is away from eternal platform posing these days, and we owe such photographers as Bruce of Los Angeles much of the credit for this new departure.

## Two Of A Kind

(*Continued from page* 30)

physique photography, but for the extra good reason that they are both proudly serving Uncle Sam in the navy.

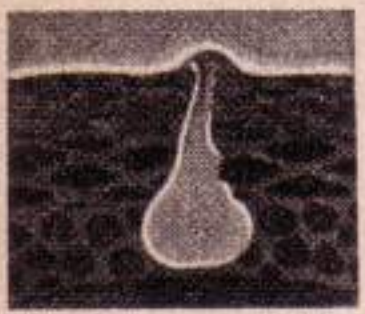
Although a faithful duplication of facial features is not uncommonly found

# *Clear up your Pimples and Blackheads fast. . . . .*

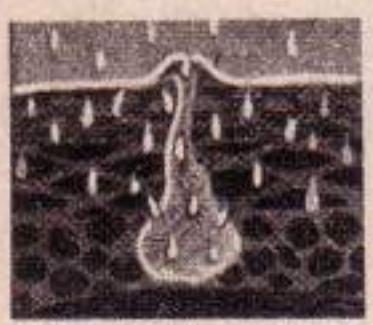
## OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

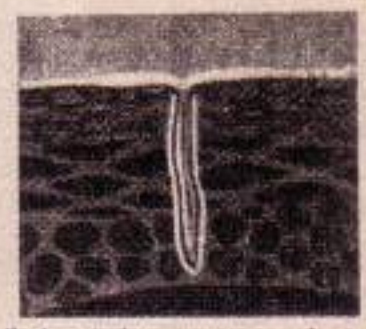
## DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.



2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

### USE THIS HANDY COUPON

**Weider Clearskin, A.**
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**Jersey City, N. J.**

I enclose $3.98. Rush me my Weider Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

Name .....

Address .....

City .....Zone ....State ....

☐ Check here if economy 3 month supply, price $10.00 is preferred. No COD's. Postage is extra. **In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.**

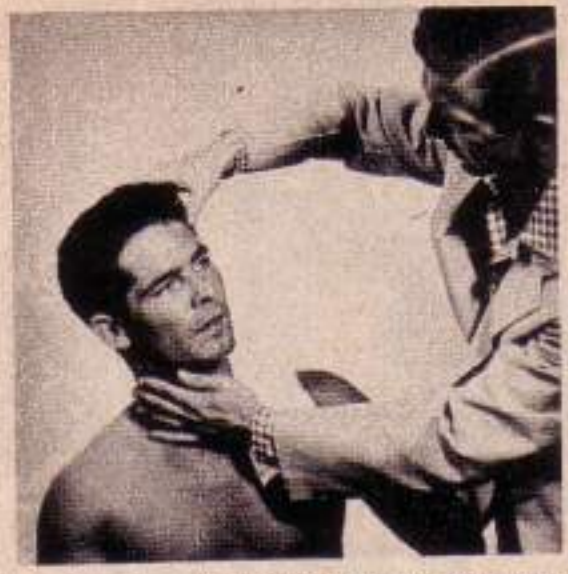
### 24 HOUR TREATMENT
### Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

**UNCONDITIONALLY GUARANTEED**

**only $3.98**
**for a full month's treatment**

**Hal Warner says:**
**Your Face Is Your Fortune**



Now for the FIRST TIME, Hal Warner boldly reveals his revolutionary techniques of scientific face culture and skin care ESPECIALLY FOR MEN... the identical course he administers to the male stars of stage, screen, and TV. In this remarkable course learn how YOU can improve your skin INTERNALLY through the amazing HOLLYWOOD SUPER-PROTEIN DIET... how to rebuild and strengthen the facial muscles with Hal Warner's SYSTEM OF FACIAL EXERCISES.
Externally the skin is treated with his THREE MIRACLE AIDS TO SKIN PERFECTION...the SOAPLESS FACIAL CLEANSER... DOUBLE-VITAMIN THERAPY CREAM... and science's most advanced cosmetic... Hal Warner's "MASQUE". All these cosmetics are exclusive with Hal Warner, and all were created ESPECIALLY FOR MEN!
A "MUST" for anyone whose "face is his fortune", the price of the course, profusely illustrated, plus a generous 3-month's supply of the THREE MIRACLE AIDS TO SKIN PERFECTION, is $10, tax and postage prepaid. Obtainable only from

**HAL WARNER**
**520 Fifth Ave., New York 36, N.Y.**

in twins, seldom does one find such duplication in other body parts. As you will note in these studies, the bodies of Bill and Oliver are almost identical . . . both seem to weigh about the same, and their chests, biceps, thighs, and calves are not only built on the same muscular plan, but are actually alike in contour.

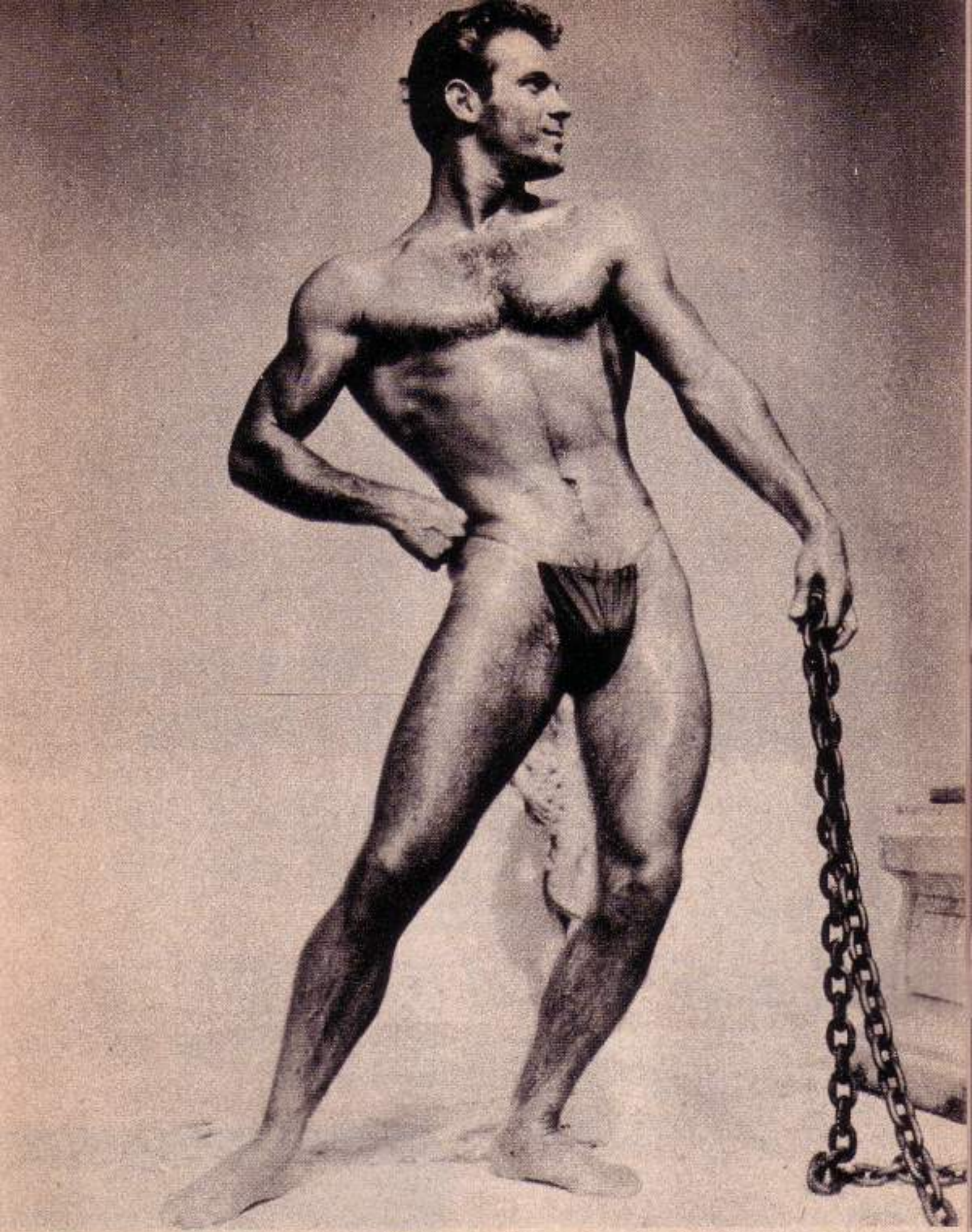
A salute to Russ this month for some very fine photography!

## Foreword

(*Continued from page* 3)

It is well summed-up in the words of a Kentucky reader who says . . . "How very nice it is to see your gallery of new faces . . . what a tonic it is for all of us to be kept up-to-date on what's new in the physique world, and what splendid encouragement it must offer these young athletes to be able to see the results of their efforts in print!"

With a very low bow for your kind applause, let us assure you that you will continue to find in these pages the finest flower of American manhood. Any help that we can extend to today's body-builder we generously give, happy in the knowledge that what helps one, helps all . . . and this, as



FREDDIE REGAN by Athletic Model Guild

*Off with the chains, for youth knows no bounds*

# LOSE WEIGHT FAST!

## 15 Million Fat People Face Early Death

**DOCTORS WARN:** — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

Before

After

**JERRY MURRAY** At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

**ROBERT REID**—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

# Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan .

**1** You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

**2** You aren't placed on a Starvation diet. You eat satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

**3** You can CONTROL where you lose weight. FREE illustrated course shows you enjoyable exercizes to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

**Weider Reduce Aid, Dept. A**
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I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply)....$3.50
300 Tablets (three month supply)..$9.00

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No COD's. Postage is extra. In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

**GUARANTEE:** — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

**Protect Your Health to Lose Weight Fast — Clip and Mail Coupon**

**PRICES:—**
**$3.50 for one month's supply**
**$9.00 for three mos. supply**

56

we understand the word, is true democracy in action!

## Artistry In Photography

(*Continued from page* 33)

use. Well, Abe is a man whose muscles even have muscles, and he is addicted to this new photographic approach. To him it shows him not only as he actually is, but as he wants to appear.

So much photography these days is designed to bring into focus some well-developed body part while camouflaging a poorly-developed one. That is why this type of work, illustrated by Abe, seems to make the total body be the sum of all its individual parts.

## The King

(*Continued from page* 9)

ly grow from merely an outstanding physical specimen into the golden glory of one of the world's greatest athletes . . . and best of all he is the living example of perfection that improves on perfection.

Here are some of his latest photographs taken by Russ Warner, and in them you too will discover the nobility that makes Clarence Ross the "King of Bodybuilders."


**Physique DUALS**

Action photos where the male figure is placed in positions of tension and relaxation. Two teams of handsome athletes have been used. Catalogue contains fifteen 4 x 5 double-weight matte prints.

**Catalogue No. 28 $3.00**

Postage: 1st. Class 15c., Airmail 25c.

**35mm color slides of dual poses**

6 for $3.00 - 12 for $5.00

Postage: 1st. Class 10c., Airmail 20c.

Send one dollar for five selected sample prints and illustrated circulars. Overseas customers send two international coupons for illustrated circulars.

**BRUCE OF LOS ANGELES**

**Box 75305-B, Sanford Station, Los Angeles 5, California**

**Professional POSING STRAPS**

**$1.00 Each**

Don't spoil your physique photographs wearing poor fitting trunks. Use an AMG strap, illustrated here by Ed Fury. Price only $1.00 each.

**Photo Collectors:** Send $2.00 for Album ZZ featuring latest poses of Ed Fury. Also, 4 copies of 1954 editions of Physique Pictorial for $1.60 postpaid.

**ATHLETIC MODEL GUILD**

1834 W. 11th St., Los Angeles 6, Calif.

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of

New York

in

**LONDON**

*Presents*

**PETER HOMES**

Handsome 18-year-old LON discovery from London—the first model to be photographed by the newly opened LON STUDIOS in Europe.

**AVAILABLE NOW!**

16 superb studies of this outstanding boy $1.00—DIRECT FROM EUROPE.
Send your dollar to:

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**PRESENTING**

**GLENN BISHOP**

15 exclusive outstanding poses of Glenn photographed against the beautiful Sand Dunes of Michigan.

15—4 x 5 PRINTS—$3.00 plus 25c. for mailing. 1—8 x 10 PRINT—$1.25; 5—8x10 PRINTS—$5.00 plus 25c. postage.

SEND **CLIFF OETTINGER**
BOX 673, CHICAGO 90, ILL.
3-D Stereo Slides Available Also.


## New World Symphony

(*Continued from page* 4)

his own teaching. His story is one of triumph over adversity, for he was unable to walk until he was 7, having been stricken with polio as an infant. Until he became a Weider pupil two years ago he was very weak and undeveloped.

Lucien has since won second place in a Montreal physical excellence contest, and hopes to eventually win the Mr. Montreal title.

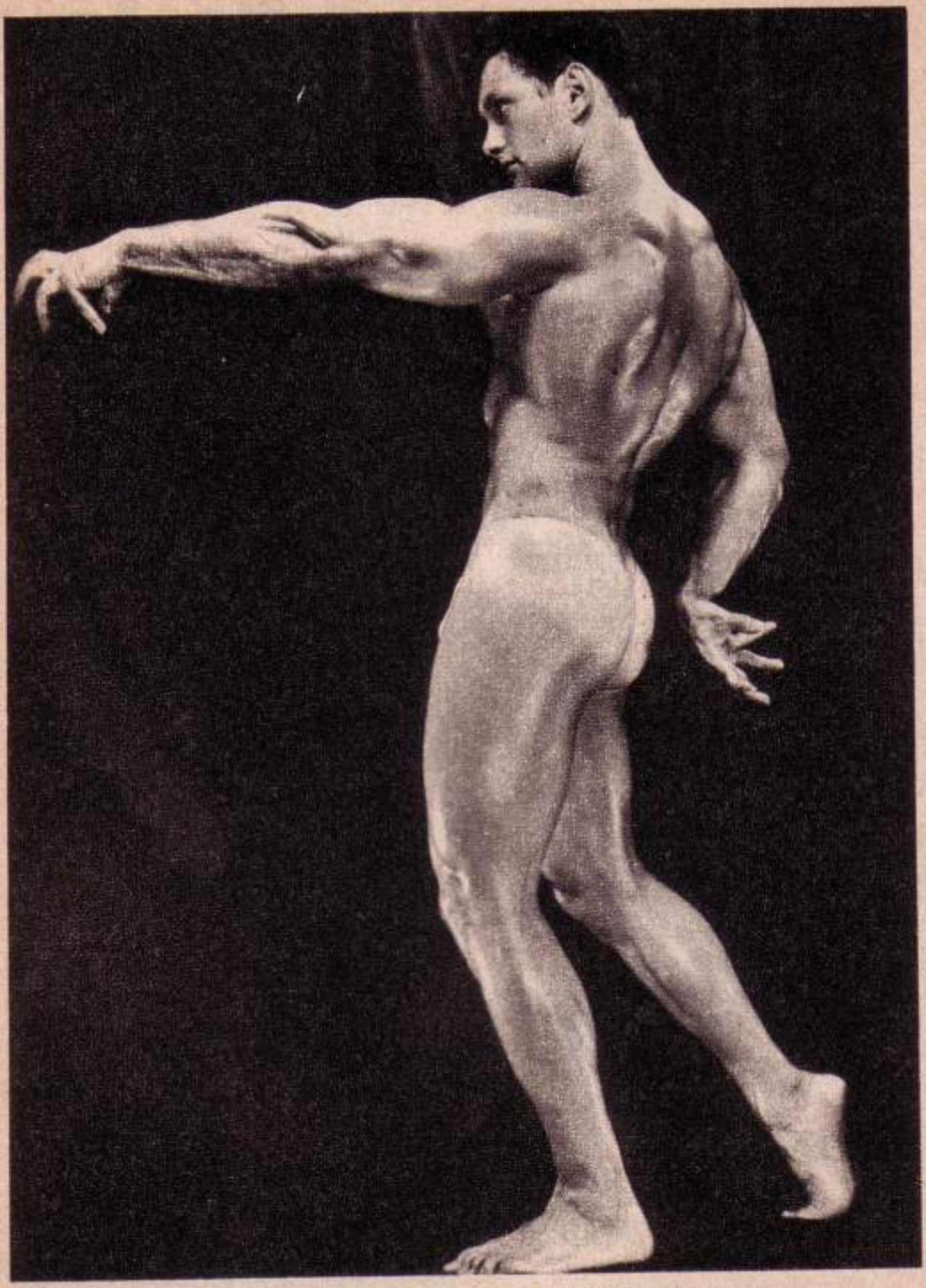
One of the unusual features of these two men is that they both are exactly the same height . . . 5′ 6″, yet because of their very long torsos they give the illusion of greater height.

## Mr. "A" and Muscles

(*Continued from page* 29)

caution in performing this exercise, for it will vigorously activate certain leg muscles to which you have never been formally introduced, and which most men, in all probability, have never used.

Certainly I can testify after having done several sets of these exercises, that I have difficulty in performing three simple functions . . . sitting down, getting up, and raising my



ARTIE ZELLER by Lon

*A study in power momentarily controlled*

**DAVE MARTIN**
announces ..
The Physique of
**NORMAN TOUSLEY**
2 Catalog Releases

Norm is one of the West Coast's leading bodybuilders. Always in demand as a model for artists and Art Schools, his exceptional physique and posing ability reveals a beautiful symmetrical form.
16 Photo Studies in Each Catalog
No. 44—Featuring Norm in Outdoor Locations.
No. 54—Featuring Posing in the Studio.
$1 Each

**DAVE MARTIN STUDIO**
Post Office Box 2196
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**TONY LANZA**
**Presents**

Exclusive photos of world famous bodybuilders.
Send 25c for catalog and lists.
Special offer! Send $1.00 for 8 x 10 picture of Juan Ferrero, shown here or $1.00 for four 4 x 5 pictures of different models.

TONY LANZA
6231 1st Ave., Rosemont,
Montreal, Canada

arms above my head. To quote one of my Puerto Rican students who, is just learning English . . . "I haff moch pain!"

## Toupée Or Not Toupée

(*Continued from page* 43)

the "hair piece," or as the delighted wearers of these handsome creations fondly call them . . . "rugs", "doilies", "trapezes", or "broadlooms". Some of these examples of the wigmaker's craft are really works of art, some are so natural that they defy even close inspection, and some are actually an improvement on nature herself.

Although wigmaking is one of the oldest of the hirsute arts, not all products of its craftsmen are of comparable excellence. Even today a wigmaking concern may be of ancient lineage, handed down with honor from father to son, and I think that sometimes that is just where the trouble lies . . . there's a little too much "hand-me-down", just a little too much honor and not enough talent. Certainly, even with the most honorable intentions, many of these artisans have created some exceedingly frightful "transformations" which have done the modern toupée a grave disservice.

# YOUR HAIR WILL GROW ON A HEALTHY SCALP!

## AMAZING Weider Formula #7 is specially prepared for all men . . .

- Who find loose hair on their combs
- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

## WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

## MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

## SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

**ORDER TODAY and receive FREE BOOK on Hair Care**

### MAIL THIS COUPON

**Self-Improvement Inst. A**
**16 Hopkins Ave.,**
**Jersey City, N. J.**

Gentlemen:
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

Name .....

Address .....

City .....Zone....State.....

No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.

In my opinion the new technique in the designing of hair pieces stems from Hollywood. Hollywood stars, even as lesser mortals, must eat, sleep, work, and lose their hair. A studio which has an investment of a million dollars in Freddie Glamorboy is certain to take a dim view of its meal-ticket when his hair begins thinning and falling.

Customarily the first move is to send for the best wigmaker in captivity, give him *carte blanche,* cross his palm with silver, light the candles and pray for the best. Usually the artist comes through handsomely, not only designing a specific hair piece, but often several others which his client is likely to pass. Everything is scaled to the demand that it must look natural and believable.

There are hundreds of people, particularly in the amusement business, to whom the possession of a natural-looking hair piece represents the difference between fortune and failure. In the competition of modern business life there are many men who find that early baldness, since it tends to age them, must be artificially overcome lest it hinder personal progress and advancement.

If you feel that your success is life would be more assured through the simple camouflage of a hair piece, let me seriously advise you to consult several specialists before you reach a decision. For, as I have said, although most wigmakers are scrupulously honest, yet through lack of talent, or inspiration, their work may be as archaic as Caesar's laurel wreath.

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**Internationally famous painter of the male physique offers popular priced reproductions of over 40 superb paintings featuring heroic masculine physiques, and photographic studies of his models.**

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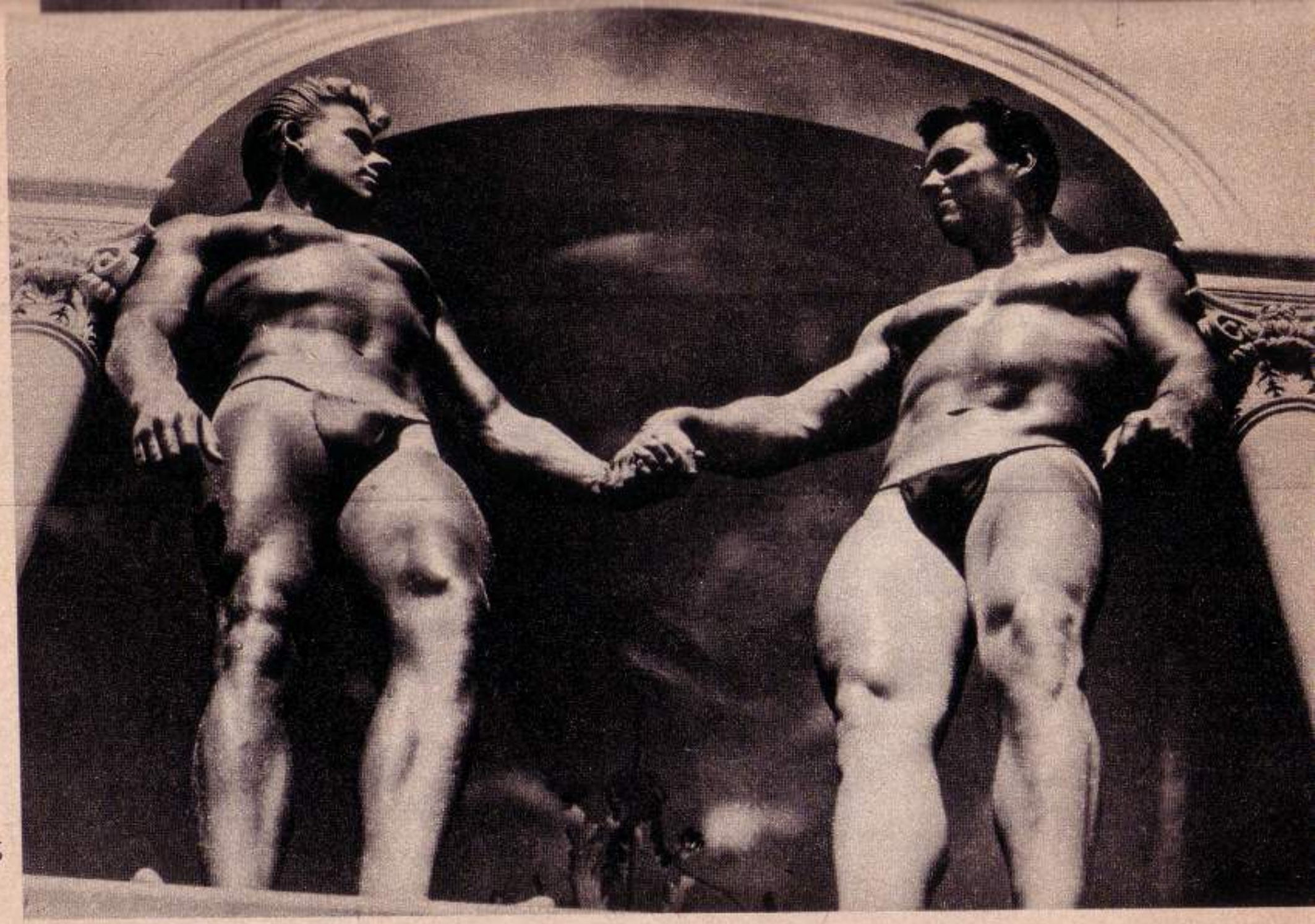

SAM HUNTER and KEITH STEPHAN by AMG *Giants of the West in majestic repose*

# SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

**Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!**

## HERE IS YOUR LIVING PROOF

**JULIAN DAMES**
**(before)**

**GAINED 45 POUNDS**
**(after)**

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

## WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

**Here's Why You Must Gain Weight!**

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

**GUARANTEED**

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

**So Easy To Use**

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you **will** gain weight!

**FREE — Weight Gaining Course With 3 Month Supply**

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

### . . . RUSH MY ORDER

**Weider Food Supplements, A.**
**16 Hopkins Ave.,**
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Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) . . . . $ 3.85
—3 pts. (3 month supply) . . . $10.00

Tablets —100 Tablets . . . . . $3.50
—300 Tablets . . . . . $9.00

Name . . . . . .

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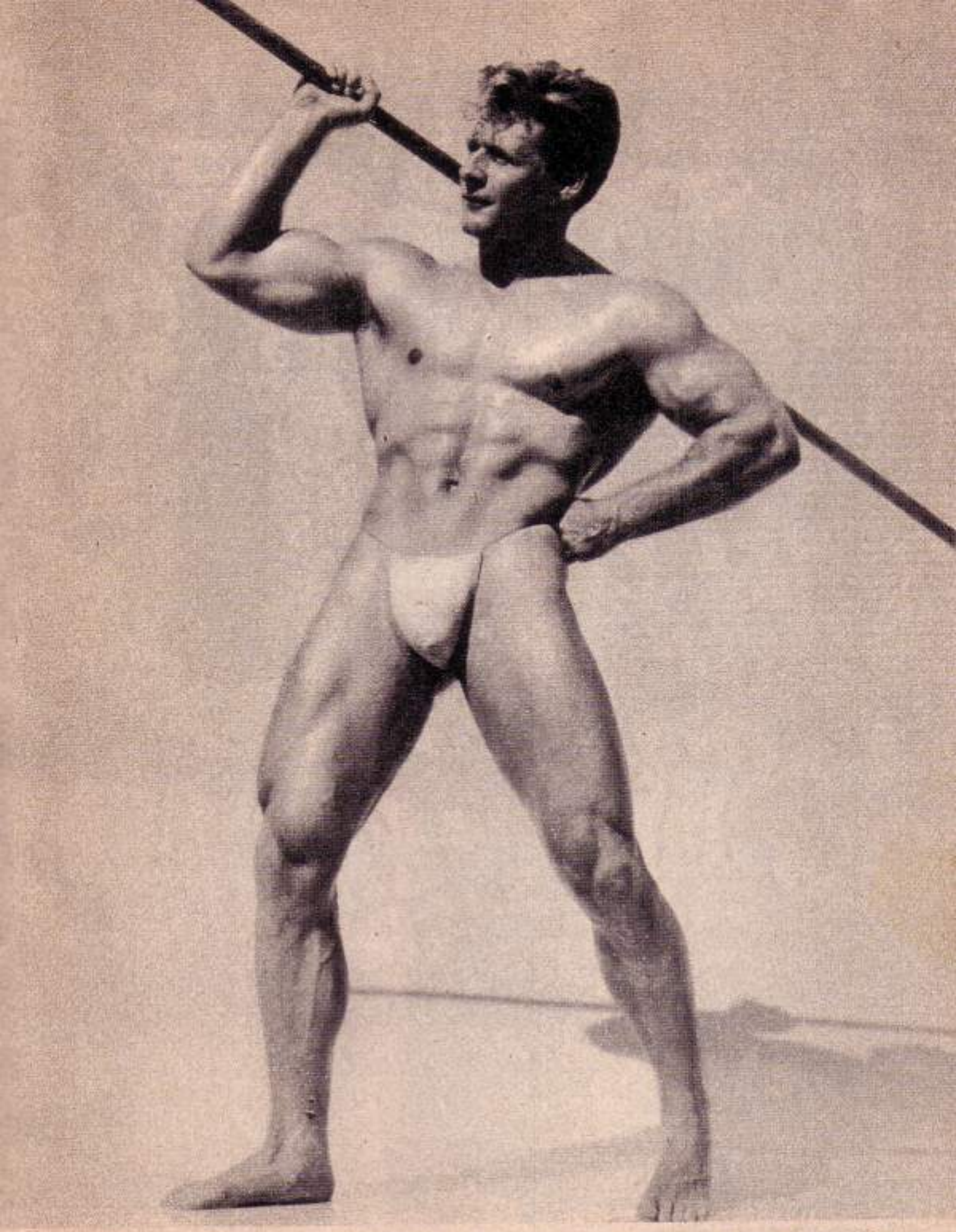
City . . . . . Zone . . . . . State . . . . . .

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.



EUGENE MEYER by Athletic Model Guild

*Rough and ready pose of rugged 19 year old*

# IF Michelangelo were alive . .

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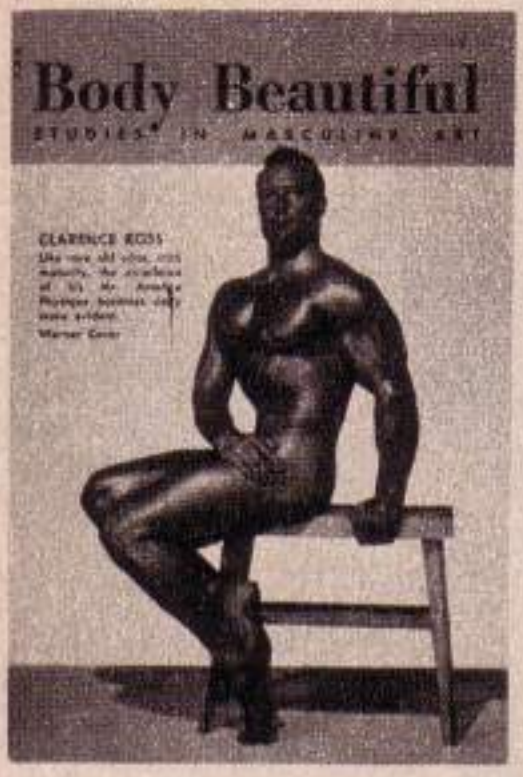

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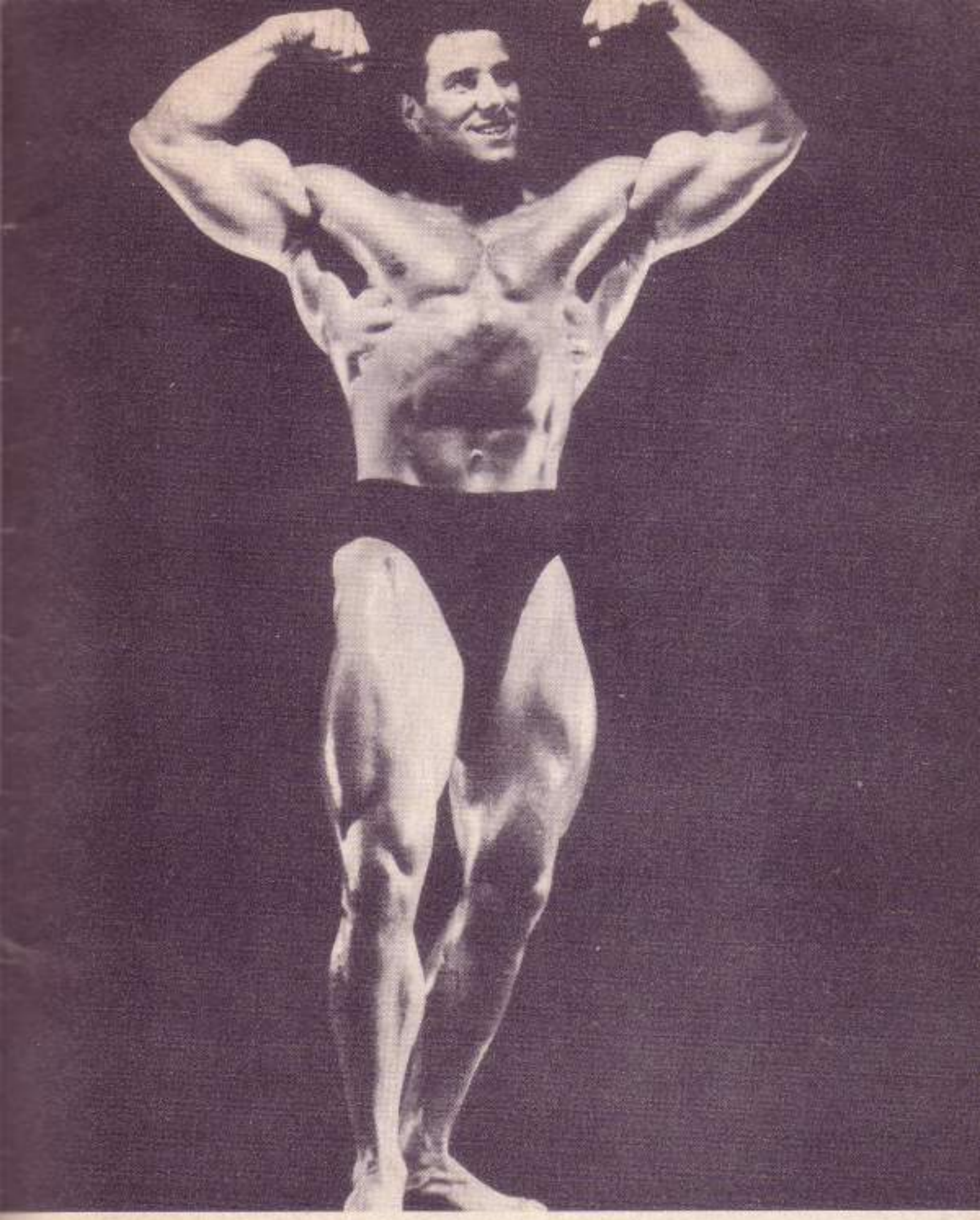
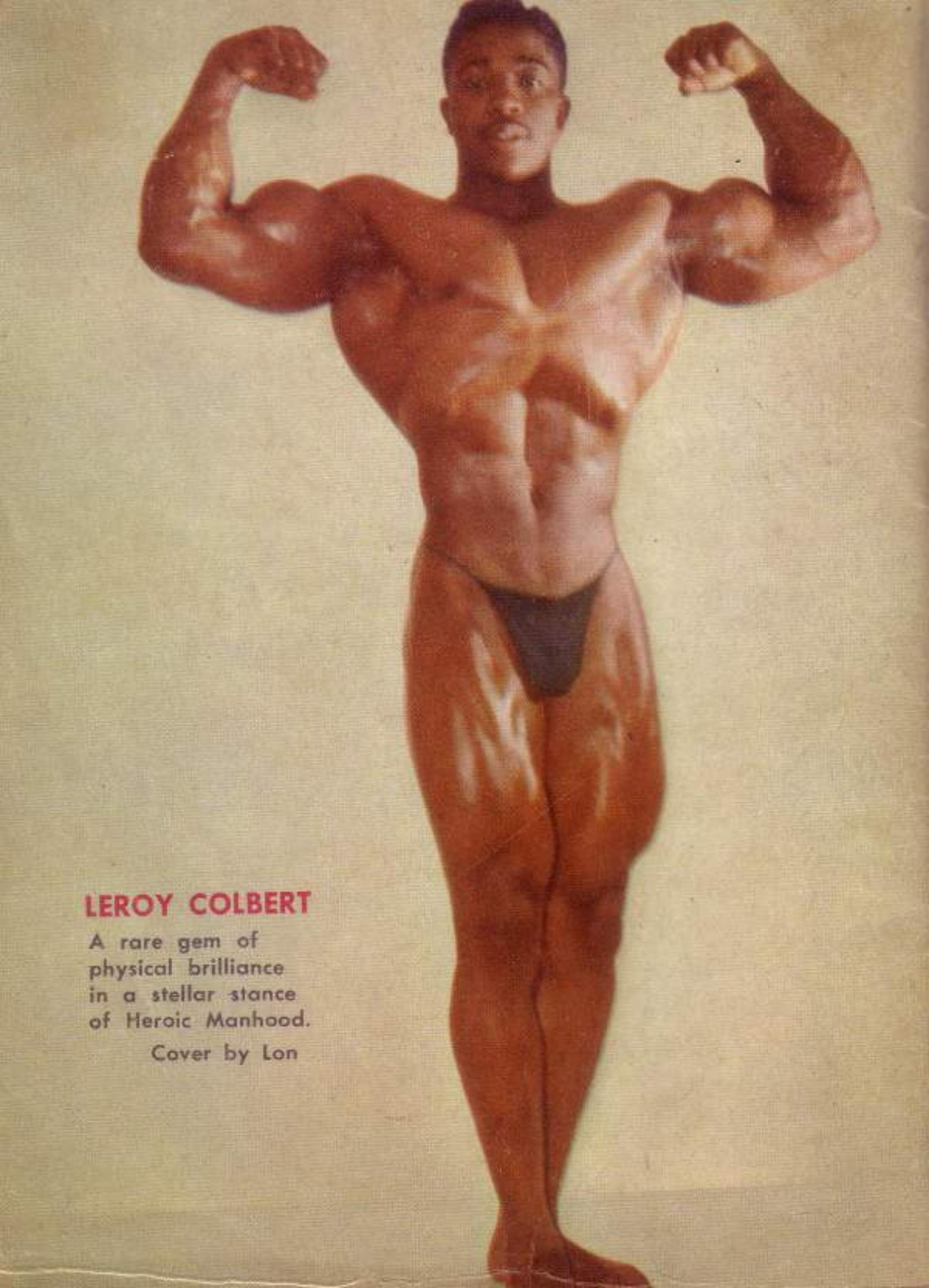


REG PARK by Warner

*Mr. Universe, and England's greatest bodybuilder*



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